

# Baltimore **GROW** Center



The Baltimore GROW Center is a program of



Funding provided by



Support from our partners



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# Executive Summary

For the past four years, the Department of Public Works (DPW) has partnered with federal, city, non-profit and community partners to host GROW (**G**reen **R**esources and **O**utreach for **W**atersheds) Center events across Baltimore.

The Baltimore GROW Center is intended to be a greening resource hub with the goal of increasing citizen capacity for implementing community greening and stormwater management projects - providing people with access to free/low cost materials and plants, as well as training and information to develop skills and connections for undertaking greening projects.

With funding from USDA/Forest Service, the GROW Center has held over 60 pop-ups and workshops since 2018. Over 1,400 people have attended, representing 100+ neighborhoods in the City. In total, 616 trees, 26 truckloads of mulch, and 46 compost bins were given away, with \$2,000 worth of native plants and 121 recycling bins sold. Workshops topics on home composting, community greening, social justice, and stormwater management have been offered, and city residents were able to network with various greening experts and City agencies.

The 2018-2021 GROW Centers are a continuation of a pilot held in April/May 2016. A copy of the initial report can be found at:  
<https://publicworks.baltimorecity.gov/grow-center>

Spring 2018	
<b>Pop-up #1</b> Easterwood/Sandtown Park & Playground April 14, 2018	<b>Pop-up #2</b> Baltimore Community ToolBank April 21, 2018
<b>Pop-up #3</b> 400 Block N. Duncan St. C.A.R.E. Community April 28, 2018	<b>Pop-up #4</b> Langston Hughes Community Center May 5, 2018
Fall 2018	
<b>Pop-up #1</b> Pigtown Bloom the Boulevard Sept. 15, 2018	<b>Pop-up #2</b> 32 <sup>nd</sup> St Farmers Market Waverly Commons Sept. 22, 2018
<b>Pop-up #3</b> Oliver Community Baltimore Food Hub October 6, 2018	<b>Pop-up #4</b> Parks & People Foundation Plant/Seed Swap October 13, 2018
Spring 2019	
<b>Pop-up #1</b> Easterwood/Sandtown Park & Playground April 6, 2019	<b>Pop-up #2</b> Oliver Community Farm April 13, 2019
<b>Pop-up #3</b> HEPP Park April 27, 2019	<b>Pop-up #4</b> Bethel Playscape / Oliver May 4, 2019
Fall 2019	
<b>Pop-up #1</b> Langston Hughes Community Center October 12, 2019	<b>Pop-up #2</b> Gateway Park in Darley Park October 26, 2019
<b>Pop-up #3</b> Stillmeadow Community Fellowship Church November 2, 2019	
Fall 2020	
<b>Pop-up #1</b> Clifton Park DPW Shred Event October 3, 2020	<b>Pop-up #2</b> Pimlico Training Center DPW Recycling Event November 15, 2020
Spring 2021	
<b>Pop-up #1</b> Calverton E/M School DPW Shred Event April 17, 2021	<b>Pop-up #2</b> Ashburton Filtration Plant April 24, 2021
<b>Pop-up #3</b> City of Refuge May 1, 2021	<b>Pop-up #4</b> Rev. William Brown Park May 8, 2021
Fall 2021	
<b>Pop-up #1</b> Herbert Street Park October 2, 2021	<b>Pop-up #2</b> Boone Street Commons October 5, 2021
<b>Pop-up #3</b> MERVO High School October 16, 2021	<b>Pop-up #4</b> Stillmeadow Church October 23, 2019
<b>Pop-up #5</b> Pimlico Training Center October 31, 2021	<b>Pop-up #6</b> Mt. Winans November 9, 2021





A community member transports materials to nearby homes.

The purpose of these and future GROW Centers is to test different delivery models and gather insights into what a GROW Center might resemble. Data collected each season informed subsequent pop-ups and workshops. This work is also informing a GROW Center feasibility study conducted by the consulting firm Council Fire.

## Background

The GROW Center concept originated with the intersection of several city initiatives: Waste-To-Wealth Initiative, promoting a reuse economy to mitigate urban wood, food and construction waste streams; increasing the urban tree canopy to 40%; MS4 Permit goals to encourage stormwater management on private property and to reduce polluted runoff; and the Growing Green Initiative to promote the revitalization and greening of Baltimore's many vacant lots. In order to support these four initiatives, the GROW Center concept was conceived.

The intersection of these initiatives is illustrated by the following example. By promoting the reuse of materials, residents can access affordable materials that can be used in vacant lot greening projects. These

may include reclaimed lumber or mulch to create or maintain rain gardens and community gardens as well as planting new trees. These activities subsequently benefit community revitalization while also supporting stormwater management through increased greenspace, permeable surfaces, and more trees planted.

After the GROW Center idea percolated for a couple of years, the Baltimore Office of Sustainability organized a pilot project at the Baltimore Community ToolBank in April 2016. This pilot consisted of workshops every Saturday and Sunday for five consecutive weekends. Reuse/greening materials were also available through purchase and giveaways. The success of this pilot showed promise for the concept's feasibility.

The USDA/Forest Service, one of the collaborators in and funder of the GROW Center idea, is interested in aligning the GROW Centers with their efforts to collaboratively develop an Urban Wood and Land Restoration Economy. The goal of this effort is to turn urban wood generated from deconstruction and urban forestry activities into a source of revenue and social impact on a large scale; creating jobs, improving lives and livelihoods, and promoting sustainability at local and regional scales. Among other things, the effort connects residents with materials from deconstruction and urban forestry operations that can be used to green lots - creating new community spaces, reducing pollutant runoff, and increasing Baltimore's urban tree canopy.

DPW, an original partner of the 2016 pilot, took up the GROW Center concept for further development. After securing grant funding from USDA/Forest Service to match already designated funds, DPW applied for and was selected in July 2017 to receive a University of Maryland, Baltimore County Peaceworker Fellow to act as GROW Center Coordinator. The responsibility of the GROW Center Coordinator was to further test the GROW Center concept by organizing "pop-ups" and



Residents with Greening Experts at Easterwood/Sandtown GROW Center.

workshops. “Pop-ups” were temporary events that would last a few hours and be located in different locations across the city. These pop-ups would include free/reduced cost materials and greening experts. Workshops would address different topic areas and be led by various partner organizations. The Peacemaker Fellow, Travis Lageman, planned and coordinated three seasons of GROW Center pop-ups and workshops beginning in Spring 2018.

## Guiding Questions

In the early planning stages of the GROW Centers, staff developed five guiding questions that would be explored:

1. What greening materials are of interest and how are they accessed?
2. What training/education is of most interest?
3. What are best practices for information dispersal?
4. What resources are needed to implement GROW Center activities?
5. Who are GROW Center partners?

## Funding

DPW was awarded a \$100,000 USDA/Forest Service Grant. Specifically, the funding supports: (1) a feasibility study and business plan for GROW Centers, and (2) testing and refining the delivery model of GROW Centers through ‘pop-up’ and workshop events in the community. In line with the second purpose, funding from the USDA/Forest Service paid for workshop facilitation and venue stipends. Other logistical items were paid with a combination of DPW and Forest Service funds as well as in-kind staff time from the various partners.

### Budget since 2018 (Detailed in Appendix One)

<b>Workshop Facilitation</b>	<b>\$3,547</b>
<b>Venue Stipend</b>	<b>\$3,200</b>
<b>Logistics/Other Materials</b>	<b>\$8,090</b>
<b>Printing/Advertisements</b>	<b>\$656</b>
<b>DPW Staff *</b>	<b>\$60,770</b>
<b>Partner Organizations</b>	<b>\$19,430</b>
<b>Total</b>	<b>\$95,693</b>

\* Calculations for DPW staff in 2018 and 2019 did not include planning time

## Partners

In Baltimore City, many non-profits and community groups perform work related to greening, stormwater management, and community development. Following the advice of Andy Cook, the organizer of the 2016 Pilot, GROW Center planners aimed to avoid competing with already existing groups and instead amplify their efforts. GROW Centers sought to bring partners together to showcase work already happening and resources available to residents and community leaders. In doing so, GROW Centers made use of partners' technical expertise and knowledge. This gave residents a taste of what Baltimore has available, while also fostering new connections between residents and GROW Center partners. DPW engaged partners in the following four ways:

- 1) Host Sites
- 2) Materials Suppliers
- 3) Greening and Resiliency Experts
- 4) Workshop Facilitators

### 1) Host Sites

Several criteria were used for selecting pop-up locations. These included targeting different areas (specifically underserved areas), sites with sufficient outdoor space and/or positive indicators of community greening, previous revitalization projects and recommendations by partners, and a combination of outdoor and indoor locations.

### 2) Materials Suppliers

These partners provided materials for giveaway, purchase and/or display. Usually, each supplying partner was responsible for transporting their materials to/from the pop-up site as well as for sale (beginning in the Fall 2019 DPW began transporting mulch and trees, due to schedule and staffing conflicts with TreeBaltimore. This is documented in the report).



A resident picks up a truckload of mulch from GROW Center #2.

### 3) Greening and Resiliency Experts

Several government and non-profit organizations participated as greening, health, and resiliency experts in an “Ask the Expert” capacity. The purpose was to provide information about gardening, vacant lot adoption, community health, extreme event mitigations, and other city initiatives.

### 4) Workshop Facilitators

To build community capacity for vacant lot greening and stormwater management, workshops were identified as an important component of the GROW Center. Workshop topics were sourced from a survey of city residents and through collaboration with partners.

The following partners facilitated workshops:

- Baltimore Orchard Project (Civic Works)
- Blue Water Baltimore
- Tree Baltimore
- Edible Eden Foodscapes
- UMD-Extension – Master Gardeners
- UMD-Extension – Watershed Protection and Restoration Program



- Department of Housing and Community Development
- Parks & People Foundation
- Your Baltimore Community Development
- Baltimore Peoples Climate Movement
- Institute of Local Self-Reliance
- Baltimore Compost Collective
- Various Baltimore community gardeners

## Programming

GROW Center pop-ups included three programmatic components: 1) Materials, 2) Greening Experts, and 3) Workshops. Pop-ups varied from two to four hours in length and included materials and greening experts. Some pop-ups incorporated workshops, whereas others did not. In Spring 2019 and Fall 2021, workshops were held as stand-alone events from the pop-ups. This adjustment is described later in the report.



Mulch from Camp Small provided in buckets for residents to take away.

### 1) Materials

Materials were provided for both free and at cost. Free items included mulch from Camp Small (using 5-10 gallon planter buckets provided by Tree Baltimore to carry mulch away), and trees of 1-2 gallon size. The tree giveaway was a replication of Tree-Baltimore's standard tree giveaways.



Herring Run Nursery offered native plants for sale at each pop-up.

Initially, native plants were available for purchase from Blue Water Baltimore's Herring Run Nursery. Sizes consisted of quart and gallon pots, ranging from \$7 to \$17 per pot. In Spring 2019, Edible Earth Landscape Design replaced Herring Run Nursery as the native plant vendor, selling plants at \$5/quart. Recycling bins were also for sale at pop-ups.

Details Deconstruction displayed different brick products (full, chipped, and crushed aggregate) as well as some larger stone. Originally, reclaimed lumber was to be available, but it was discovered that the lower grade lumber targeted for the GROW Center was no longer being collected.

An example sheet for reclaimed materials reuse was provided at the Details table (See Appendix Five). Residents also collected Details contact info if they were interested in ordering at a later date.



Display of different brick products by Details Deconstruction.





Master Gardeners share knowledge and free seeds with GROW Center attendees

## 2) Greening and Resiliency Experts

Greening and other experts were available at each pop-up so that attendees could network with various organizations or ask specific questions. A raffle was introduced at the Spring 2018 pop-ups to encourage attendees to visit all of the partners, as well as fill out a feedback survey. Residents were given the survey at check-in and told about the raffle, which was a \$20 gift card to the Herring Run Nursery. Initially residents had to visit each table and have the survey initialed. In later pop-ups this was changed to simply completing the survey.

## 3) Workshops

As noted earlier, the workshops were organized around two themes: residential stormwater management and community greening (see page 9). Most workshops were 1 hour and were either lecture-style with demonstrations or hands-on (i.e. Home composting, Rain Barrel). Pre-registration was encouraged through EventBrite and all workshops were offered for free.

## Miscellaneous

- Tables and chairs were provided to the material suppliers and experts, with an additional table and tent set up to provide

drinking water for attendees. This table also had coloring sheets and a trash-themed corn-hole game for children.

- Participants in the Rain Barrel Workshop had the cost of their rain barrel subsidized to only \$25 (vs. \$70). One workshop required pre-payment. See page 34.
- Participants in the Pollinator Garden workshop had the opportunity to choose a free, one quart-sized plant from Herring Run Nursery.
- At pop-up #4 in Fall 2018, Master Gardeners helped attendees make seed starters to take home.



Participants in the rain garden workshop examine rain gardens at the Baltimore Community ToolBank.



The "kids" table at each GROW Center offered coloring and a trash themed corn hole game.

## GROW Center Workshop List

	Workshop	Facilitator
Stormwater Management	<b>Intro to Rain Gardens</b>	Baltimore Orchard Project – Civic Works
	<b>Rain Barrels</b>	Blue Water Baltimore
	<b>Downspout Disconnection</b>	UMD – Extension Watershed
	<b>Pollinator Gardening</b>	Edible Eden Foodscapes
Community Greening	<b>Intro to Urban/Community Gardening</b>	Your Baltimore Community Development
	<b>Container Gardening</b>	UMD – Extension Master Gardeners
	<b>Tree Planting/Care</b>	Tree Baltimore
	<b>Placemaking for Greenspaces</b>	Parks & People Foundation
	<b>Adopt-a-Lot</b>	Department of Housing and Community Development
	<b>Potted Fruit Trees</b>	Baltimore Orchard Project – Civic Works
	<b>Community Organizing/Resources</b>	Your Baltimore Community Development
	<b>Growing Healthy Communities</b>	Baltimore Peoples Climate Movement
	<b>Mindfulness and Greenspaces</b>	Phillip McKnight
	<b>Composting 101</b>	Institute for Local Self-Reliance and Baltimore Compost Collective
	<b>Home Composting</b>	Institute of Local Self-Reliance
	<b>Home Composting</b>	Various Community Gardeners

## Promotion

Promotion of GROW Center pop-ups was carried out through the following avenues:

- DPW Social Media Accounts: Facebook, Twitter and NextDoor
- DPW Customer Report (newsletter included in the Water Bill for every customer in Baltimore City)
- Partner Social Media Accounts & Newsletters
- Flyers in select cafes/businesses around each pop-up location
- Lawn Signs around each pop-up location
- Host Site communications with local communities
- Cold calls to Faith Organizations
- Tabling at Baltimore Office of Sustainability Annual Open House
- WBAL-TV 11 aired an interview with GROW Center Staff Spring 2018
- WOLB included a brief segment on the October 12 GROW Center pop-up the day prior
- DPW Press Releases
- Neighborhood canvassing



# Spring 2018

DPW organized four pop-ups across Baltimore City over four consecutive Saturdays from April 14<sup>th</sup> to May 5<sup>th</sup> 2018. The GROW Center “popped-up” in these locations for several hours, offering materials for sale/giveaway, free workshops, and networking/consultation with greening experts.

## Host Sites

### Greenspaces

Two of the pop-ups were located at community managed green spaces. The first pop-up was held at Easterwood/Sandtown Park & Playground of West Baltimore. This space was a Parks & People Foundation project in collaboration with the Matthew Henson Community Association, which turned a series of vacant lots into a new

community space. The third pop-up was located in the C.A.R.E. community in East Baltimore at 400 Block N. Duncan Street, a community space created in collaboration with Civic Works. Both of these sites were chosen for their geographic location, walkability, community greening engagement, and opportunity to showcase vacant lot revitalization projects.

### Baltimore Community ToolBank

The ToolBank served as the venue for the second pop-up (as well as providing tools and equipment for all pop-up events). The ToolBank was a good fit for a GROW Center due to its role in the 2016 Pilot. This was also an opportunity to locate a pop-up in South Baltimore with ample indoor venue space.



BWB leads residents in a Rain Barrel building workshop at Baltimore Community ToolBank, GROW Center #2.

## **Langston Hughes Community, Business & Resource Center**

Langston Hughes Community Center occupies the former Langston Hughes Elementary School, located along Reisterstown Road in the Park Heights neighborhood of Northwest Baltimore. The location was selected for its experience in hosting various community programs, ample outdoor and indoor space, and a community that was interested in greening.



At Langston Hughes GROW Center #4, a resident learns about the Bmore Beautiful Initiative.

## **Materials**

Materials for giveaway included mulch and trees. Materials for sale include native plants and recycling bins. Materials on display/for order included brick and brick aggregate.

### **TreeBaltimore / Camp Small**

TreeBaltimore, which is staffed by the Department of Recreation & Parks, is the city umbrella organization for increasing the tree canopy. They hold numerous tree giveaways and plantings, as well trainings to help residents become “Tree Keepers” to care for street trees and forest patches. Camp Small, part of Tree Baltimore, is Baltimore’s wood waste processing facility. Wood waste from tree maintenance in the city is brought to Camp Small where it is sorted as logs or processed into mulch and woodchips. This material is free to community groups or at

cost to individuals who can pick it up from the facility (located on Cold Springs Ave near I-83). At all four pop-ups, TreeBaltimore and Camp Small provided free trees and mulch along with information on tree species and planting suggestions.

### **Blue Water Baltimore / Herring Run Nursery**

Blue Water Baltimore (BWB) is a non-profit working to restore the quality of Baltimore’s waterways, including planting trees and rain gardens, monitoring water quality, and advocating for water pollution reduction. Herring Run Nursery, a program of BWB, specializes in plants native to the Chesapeake Bay watershed. Herring Run offered a variety of plants for sale at each pop-up. This provided an opportunity for them to reach new markets as opposed to selling only at the nursery located near Mt. Pleasant Park in Northeast Baltimore.



Residents perusing the native plant offerings of Herring Run Nursery at GROW Center #3.

## **Details Deconstruction**

Details is a social enterprise project of the non-profit Humanim, Inc. that performs deconstruction of vacant buildings. Deconstruction allows the reclamation of materials that are then sold for reuse. Details displayed samples of various deconstruction materials including reclaimed bricks and their new brick aggregate pieces that could



be used in community greenspace projects. Pricing sheets were also available for residents interested in purchasing materials at a later time. Due to staffing issues, Details was only able to participate in the 2018 pop-ups.

## Greening Experts

The following government and non-profit organizations participated as greening experts in an “Ask an Expert” capacity.

- *Bmore Beautiful*, a Mayoral initiative, works on beautification efforts in communities by partnering with residents. Many participants signed up with Bmore Beautiful, making a pledge to keep their communities cleaner and greener.
- *Department of Housing and Community Development* representatives were available to address questions related to adopting vacant lots and recent changes to the process.
- *University of Maryland Extension – Master Gardeners* brought free seeds and a wealth of knowledge related to plants and gardening. They also shared information about the Master Gardener program, and how to enroll in it.
- *Baltimore Office of Sustainability / Department of Planning* provided information about the city’s new Green Network Plan to address vacancies through greenspaces. They also had copies of the Green Pattern Book, discussing ways to revitalize vacant lots with residents.



Participants in the Tree Baltimore-led “Tree Planting/Care” workshop next to one of the newly planted trees at Langston Hughes Community Center, GROW Center #4.



## Data & Analysis

Various forms of data collection were performed to assess the GROW Center. Data was collected through the following means:

- Feedback Surveys: Completed by Participants, Greening Experts, Facilitators, Host Sites, and Materials Suppliers
- Registration Forms at Check-in/Pre-Registration Forms from EventBrite
- Materials Purchase/Pick-up Forms from Material partners: BWB and TreeBaltimore

Partner groups and attendees were surveyed to gather general feedback of the event. For example, attendees were asked to use a Likert Scale of 1-5 to indicate how they enjoyed the GROW Center, while experts were asked how good of a fit they felt the GROW Center was for their organization. (Appendix Four).

All other data was cleaned and organized in Microsoft Excel, and analyzed using Excel and ArcMap. Maps were produced to perform analyses and see where GROW Center attendees originated.

- 35% of Pre-registered attendees showed up to GROW Centers
- 204 total registrations for workshops with 65 (est.) actually attending
- 2,341 Individuals reached through DPW Facebook Event
- 14,392 page views of events with DPW NextDoor Promotion; 130 unique users
- 78.5% of attendees used their own vehicle to transport materials
- 81% of attendees intended to use materials for residential purpose
- 30% of all attendees had 1 year or less of community greening experience vs. 28% with more than 1 year. (42% didn't respond, who are likely novice greeners)

**4 Pop-up GROW Centers**

**12 partners** from federal, city, and non-profit groups

**206 Participants**  
(\*at least **46 new greeners**)

**86 Neighborhoods**

**29 Community, Non-profit or Faith Groups**

**Over 10 yd<sup>3</sup> of free mulch**

**110 free trees**

**75 Native Plants (\$700+)**

**9 workshops** on  
**community greening & stormwater management**

**Made 15 rain barrels**

**30 seed starters** & more!

## GIS Analysis

Collecting addresses allowed for analysis using Geographic Information Systems software, ArcMap. This analysis revealed neighborhoods attendees originated from, characteristics of these neighborhoods, and travel distance (Table 1).

**Table 1:** (All numbers in miles)

Pop-up Number	1	2	3	4
Average Distance	2.04	2.87	2.12	2.76
Max Distance	5.68	6.05	5.96	9.26
Min Distance	0.06	0.00	0.06	0.05

It appears that attendees traveled further to GROW Centers with workshops (Pop-ups #2 and #4) as compared to those without (#1 and #3). Map 3 shows that attendees tended to visit pop-ups that were nearby. As shown in Map 1, attendees came from 86 different neighborhoods. The five neighborhoods with the most attendees were: Frankford, Hampden, Glen, CARE, and Mt. Washington. The respective attendee count for each was 6, 5, 5, 4, 4. The remaining neighborhoods attracted 1-4 attendees each. This was also shown using community statistical areas (Appendix Six).

A density analysis was performed to determine areas of high attendee density (Map 2). High density areas tended to be near pop-up locations: West Baltimore, East Baltimore, and Park Heights. The ToolBank did not have as many local attendees due to the nature of the industrial area in which the ToolBank is located.

Density analysis allowed further analysis by comparing areas of high to medium density comparison with data related to GROW Center goals. These goals include increasing the tree canopy and promoting vacant lot revitalization/community managed green spaces.

The following datasets were used:

- Tree Canopy Cover
- Number of Community Managed Open Spaces
- Median Household Income
- Percentage of Residential Properties Vacant & Abandoned.

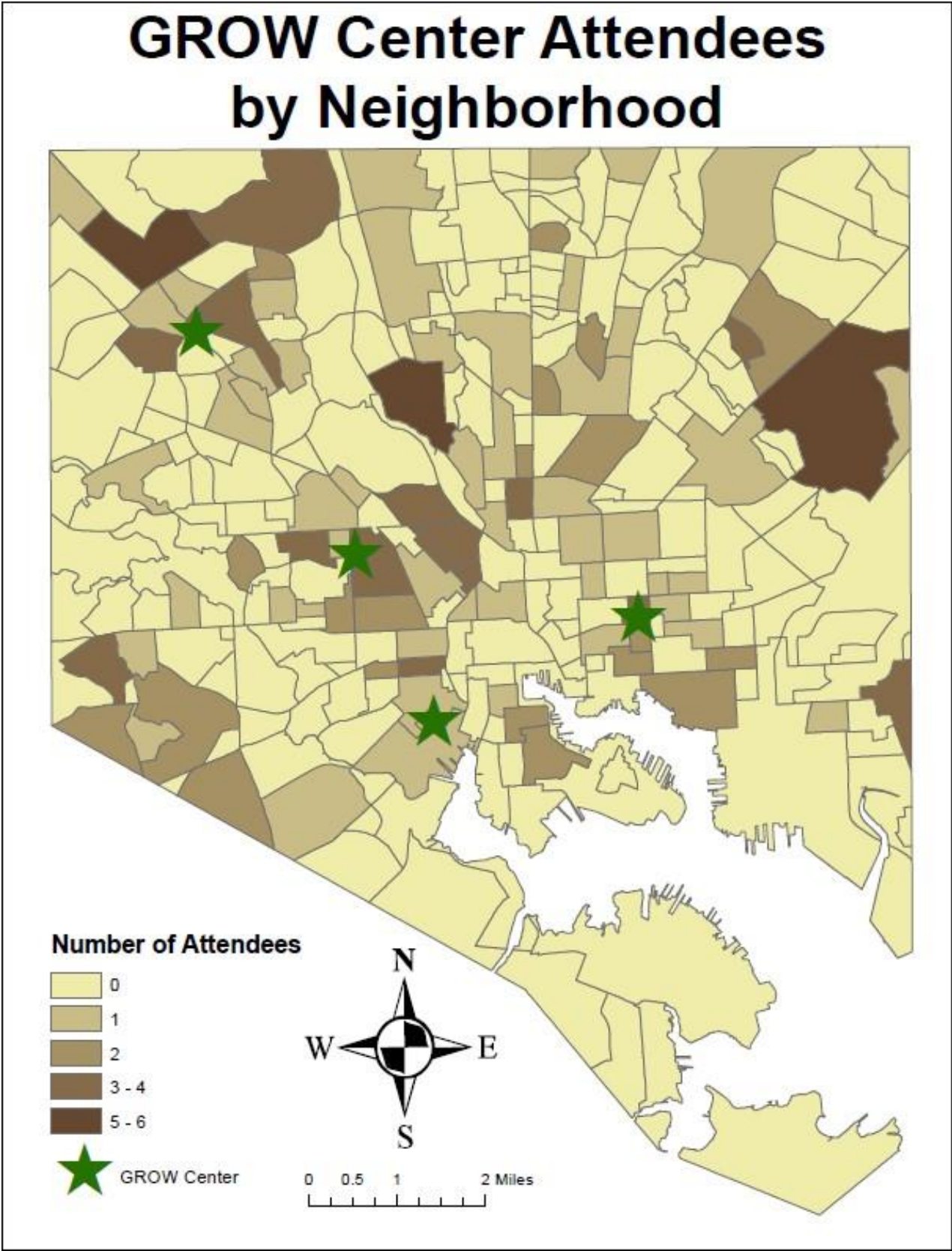
Indicator data is from Baltimore Neighborhood Indicators Alliance.

This data was used to determine average values of residents in each density zone as found in Table 2. Analysis showed areas of higher attendee density are areas characterized by less tree canopy, lower median income, higher numbers of community managed open spaces and higher percentages of vacant lots. This result gives some confidence that through targeted siting, GROW Centers can reach areas of high potential impact and address issues of equity. This impact may be realized through opportunities to perform vacant lot greening and increase tree canopy goals.

**Table 2**

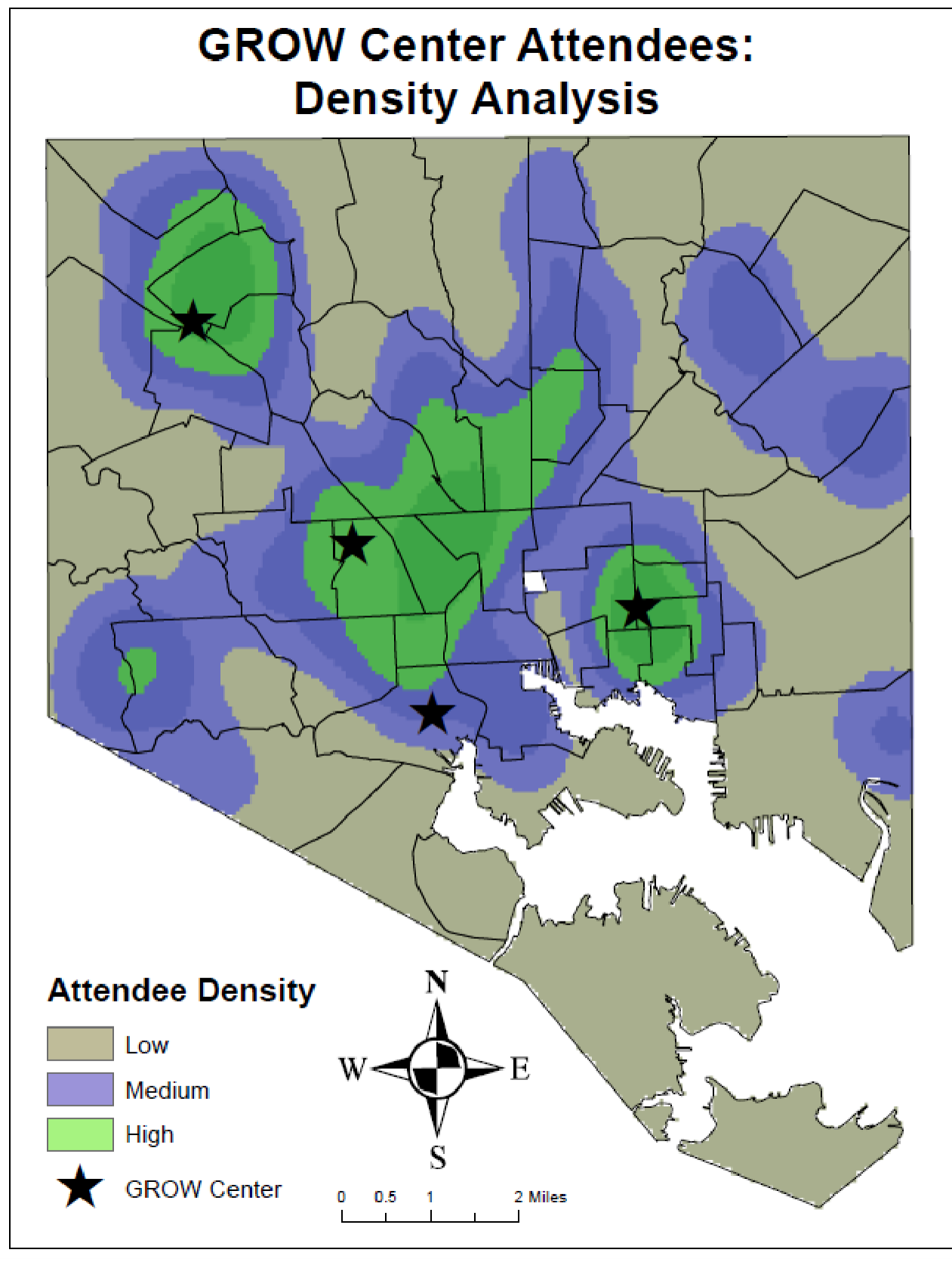
BNIA Data Year	Indicator	Attendance		
		High	Med	Low
2016	Median Household Income (\$)	38,325	47,926	50,267
2015	% Residential Properties that are Vacant & Abandoned	12.83	6.56	3.03
2015	# of Community Managed Open Spaces	27.81	13	3.75
2011	% Tree Canopy Cover	21.31	27.96	28.65

Map 1

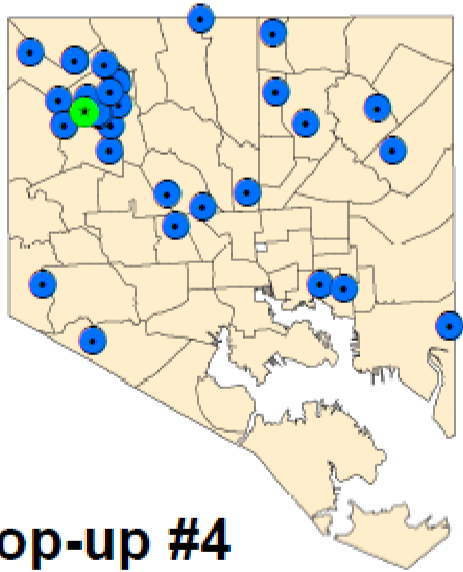
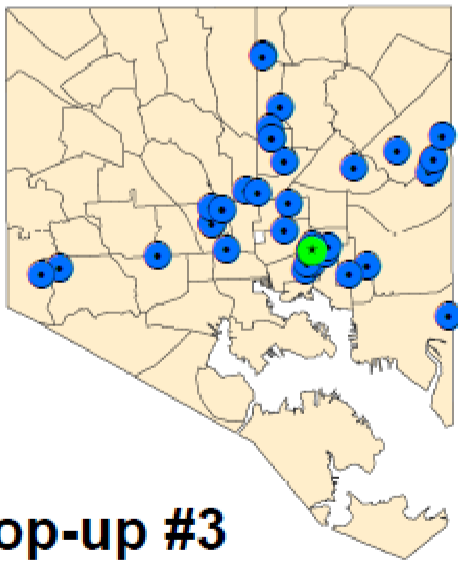
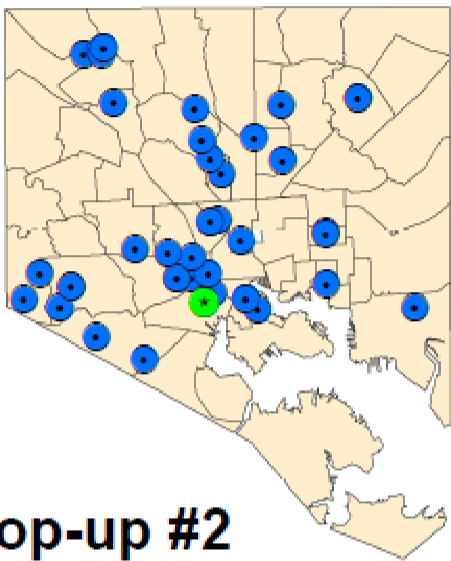
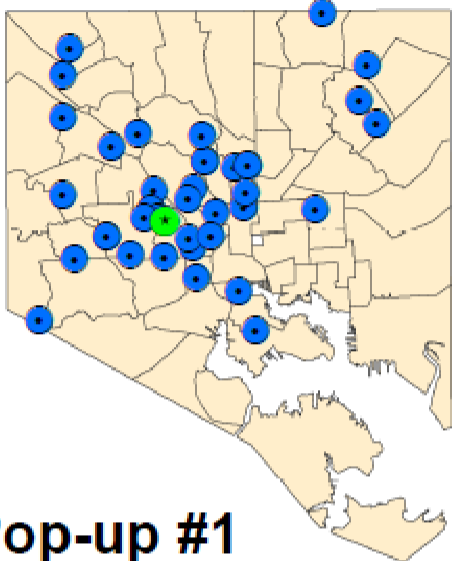






Map 2



# GROW Center Attendees by Pop-up



 Pop-up Location

 Attendee Location

0 1 2 4 Miles



# Lessons Learned

In addition to data collection and analysis, GROW Center staff reflected on the overall process and efficacy by returning to the guiding questions set beforehand.

## 1. What greening materials are of most interest and how did people access / transport them?

- Most popular were trees, mulch and native plants that were acquired for residential use.
- This pop-up model was capable of providing resources to a large number (200+) of people.
- People prefer free items while at-cost items (i.e. native plants) can be barriers to many residents. Making at-cost items cheaper or free/subsidized (i.e. rain barrels) should be considered in order to increase accessibility.
- Most materials were taken in smaller quantities (i.e. 1 or 2 buckets of mulch). This correlates with the intended residential use noted by attendees.
- Residents tended to travel to nearby GROW Centers to get materials

## 2. What training/ education is of most interest to community members?

- Interest exists for many types of training and education such as rain barrels, composting, and tree-related programming. (See Appendix Four)
- Despite pre-registration interest, the percentage of pre-registered people who attended was low. This might be contributed to busy times of the year (i.e. Spring), conflicting commitments, having no registration fee and social media interest without commitment behavior.
- Future workshops might omit registration limits in order to realize more actual attendees while still being free.



Attendees learning about Details reclaimed materials: brick, stone, & brick aggregate.

- While instituting a fee could add unnecessary complication and restrict attendance, it should be considered if free workshops continue to have low attendance.
- Although workshop turnout was low, facilitators gave positive feedback about meaningful interactions with participants.
- The \$200 facilitation stipend copied from the 2016 pilot is difficult to justify if funding is an issue and workshop attendance is low.

## 3. What are best means for dispersing information about the GROW Center?

- Social Media (i.e. DPW Twitter/Facebook) and word-of-mouth proved effective while print adverts are important for reaching individuals without internet access.
- Different methods of attracting residents passing by should be explored. For example, a drummer showed up at a pop-event and some residents attended after hearing the drums.
- EventBrite worked well for GROW Center pre-registration. Managing online event pages, registration processes and data collection was seamless.





Attendee checking in at GROW Center #3, C.A.R.E. Community

- An important consideration is to ensure all partner advertising is received by GROW Center staff for consistency. This can bolster outreach.
- Promotion by partners may need to be discussed further in partner meetings to set clear expectations.
- The raffle/passport encouraged attendees to visit each partner and proved very useful for providing opportunities for outreach by each partner.



Attendees happy with the information and free tree from GROW Center #3.

- The prepared list of spring events (Appendix Five) also allowed for attendees to learn about other GROW Center related events.

#### 4. What resources are needed for GROW Center activities?

- Resources required by GROW Center are mostly logistical: tables, chairs, printouts, water, electronic equipment, print advertisements, transportation, and staff.
- It took 2 months to prepare agreements, 2 weeks getting paperwork signed by partners and the DPW Director, and 2-3 weeks for payment by the City Foundation. When creating new agreements, schedule ample time (~3 months) to ensure quick payment.
- Depending on GROW Center funding source, different processes may need to be undergone to allow for timely payment to partners and should be considered.
- Reducing the amount of paperwork would be helpful. Due to Federal funding, agreements required additional paperwork that confused many partners.
- Having at least two GROW Center staff at events is absolutely necessary - one at check-in and one floating around to assist partners and workshops.
- Partnering with sites that held other concurrent activities was a “double-edged sword.” Outreach potential increased, but sometimes GROW Center operations did not get proper attention.
- Four hours for GROW Centers was too long when considering non-workshop pop-ups. Most people arrived in the first two hours, with some arriving before the scheduled start time to get materials.

## 5. What GROW Center partners are needed?

- Every partner who participated in the pop-ups expressed interest in being part of future GROW Center events.
- When searching for partners they can be classified into four categories: workshop facilitators, material suppliers, experts and host sites.
- Appropriate partners can be identified through the robust greening network in Baltimore based on goals/needs of GROW Centers

## 6. Miscellaneous

- Data collected at check-in was often difficult to accurately discern due to poor hand-writing/recording by attendees. Promulgating different means of collection will be beneficial (i.e. Tablet Check-in)
- The use of a raffle for collecting participant surveys and ensuring attendees visited all partners was very successful. (13 surveys pre-affle vs. 56 post-affle)

## Remarks

While this GROW Center pop-up model proved successful in many ways, it was noted that 81% of GROW Center attendees who came for materials intended to use them at their homes. While providing residents with access to materials is a central component of the GROW Center, it is also a priority to have these resources used in community greening (i.e. vacant lot revitalization).

In this regard, GROW Center programming could be targeted towards new community groups who have recently adopted vacant lots or are applying for grant funding from local funders. Targeting these groups could also foster potential for larger usage of materials and more robust workshop turnout.

GROW Center users were more likely to attend the pop-up location closest to them. Targeted areas included lower median income, less tree canopy, higher vacant lot percentages and higher numbers of community managed open spaces. These areas are desirable for GROW Center programming goals as well as address issues of equity, and should be considered in future planning of GROW Center events.

Dispersing GROW Center pop-ups across Baltimore City afforded access to a large number of people (200+) and neighborhoods (86). Part of this success is likely due to the effectiveness of partner and DPW city-wide promotions. Developing a GROW Center network based on this outreach is potentially invaluable, considering the abundance of “new greeners” the pop-ups attracted.

Finally, the main hurdles encountered by GROW Center staff during planning were cumbersome bureaucratic procedures. While some may have been slow due to first-time growing pains, finding ways to streamline these in GROW Center programming should be considered.



**Partners from the first pop-up GROW Center at Easterwood/Sandtown Park & Playground.**



# Fall 2018



GROW Center check-in table at Pop-up #1.

## Summary

In the Fall of 2018, DPW held four Saturday morning pop-ups in September and October, with slight programming modifications. This section describes Fall GROW Center programming, changes made from Spring 2018, metrics, highlights, and lessons learned.

## Changes from Spring '18

Based on the reflections made in the Spring, it was decided to keep the same general structure of the pop-ups while making small changes to programming and organization (Table 1).

As in the Spring, the Fall GROW Center consisted of pop-ups on four Saturdays. While the primary components of the GROW Center, including materials partners, greening experts, and workshops, were kept generally constant, the length was shortened from four to three

### Pop-up #1:

#### **Pigtown Bloom the Boulevard Event**

**9/15/18, 9am-12pm**

**705 Washington Blvd, 21230**

### Pop-up #2:

#### **Waverly Commons**

**9/22/18, 9am-12pm**

**432 E. 32<sup>nd</sup> St, 21218**

### Pop-up #3:

#### **Baltimore Food Hub**

**10/6/18, 9am-12pm**

**1412 N. Wolfe St., 21213**

### Pop-up #4:

#### **Parks & People Foundation**

#### **Plant/Seed Swap**

**10/13/18, 10am-1pm**

**2100 Liberty Heights Ave, 21217**

hours, after evaluating Spring events and partner feedback. Workshops were offered multiple times at one of the pop-ups and did not require pre-registration. A cooking demo was also planned to connect with the Fall harvest but fell through. Coffee chaff for composting was introduced as a new giveaway in addition to the usual trees, mulch, and plant sales. Recycling bins were available for sale at all pop-ups instead of one during the Spring.

Promotion and advertisement of the GROW Center was performed in the same fashion as in the Spring except for the addition of canvassing supplementing the effort for two pop-ups. Logistics of GROW Center coordination generally remained the same but were supplemented by additional DPW Staff and use of Baltimore City Circuit Court Community Services Program (CSP) volunteers.

TABLE 1: DIFFERENCES

1. New Locations	GROW Centers ventured into four new neighborhoods: Pigtown, Waverly, Oliver, and Parkview/Woodbrook (aka Auchentoroly Terrace).
2. Sharing Events	One of the most significant changes was sharing or joining another group’s greening event instead of holding a GROW-only event. For pop-up #1 and #4, the GROW Center was included in an existing event. At #1 the GROW Center joined Pigtown’s Autumnal Bloom the Boulevard event, which included cleaning and maintenance of greenspace and tree pits along Washington Blvd. At #4, the GROW Center joined Parks & People Foundation’s 2 <sup>nd</sup> Annual Plant/Seed Swap where residents exchange plants, seeds and other garden materials.
3. New Venue Types	In the Spring, the GROW Centers were held in green spaces, at community centers, and unique/partner spaces like the ToolBank. Fall pop-ups included a farmers market (Waverly), parking lots (Pigtown), and new developing spaces (Food Hub).
4. Workshops/Demos	Workshops were offered multiple times and did not require pre-registration, as compared to the Spring where workshops were held one time and encouraged pre-registration. A cooking demo was also planned to complement the idea of Fall harvest, but fell through with our partner, School of Food.
5. Community Services Program (CSP)	A program of the Circuit Court for Baltimore City, CSP provides community service hours as an alternative to jail for non-violent offenders. This provided additional assistance for pop-up set-up, clean-up and general event help that was not available in the Spring.
6. Canvassing/Outreach	In addition to the promotional methods used in the Spring, door-to-door canvassing (specific to the pop-up neighborhoods) supplemented promotion for pop-ups #2 and #3. CSP volunteers assisted with this activity.
7. Handling Materials Giveaways/Sales	Due to the inability of some partners to attend all events, the GROW Center handled some material giveaways/sales on their own. For example, DPW staff picked up mulch from Camp Small (using a small dump truck) and distributed it at Pop-up #2. This was also done for Recycling Bins and Native Plants from the Herring Run Nursery.
8. Materials Changes	Spring 2018 indicated that pop-up GROW Centers were not appropriate venues for Details to sell their deconstruction materials, which shifted their role from material supplier to greening expert in the Fall. GROW Center staff learned about coffee chaff (coffee bean husk) from local coffee roasters, which can be used as a compost material. A small amount of chaff was collected from Zeke’s Coffee and Vent Coffee Roasters to give away to attendees.

CSP volunteers allowed the GROW Center to handle materials giveaways without representatives from TreeBaltimore, BWB, or DPW Recycling present. For example, GROW Center staff were able to distribute mulch, sell native plants and sell recycling bins without their respective partner staff.

Holding pop-ups in four different locations in the Spring proved successful in reaching large number of attendees from all over Baltimore City. This approach was replicated in the Fall by holding pop-ups in four different areas, two of which in partnership with other events.



Attendee with their new tree. Photo credit Cailin McCough, ACT.

During the Spring 2018 pop-ups, DPW staff were approached about co-hosting events in the Fall. For example, after advertising and holding a pop-up at the Baltimore Community ToolBank, Pigtown Main Street contacted GROW Center staff about partnering in their Bloom the Boulevard event. Parks & People Foundation also reached out to collaborate on their annual Plant & Seed Swap event.

## Data

### Materials

- 114 Trees given away
- 20+ yd<sup>3</sup> Mulch given away
- 47 Recycling Bins sold

### Attendance, Workshops & Promotion

- 165 Attendees total
- 57 Neighborhoods represented
- 16% Eventbrite turnout
- 5 Workshop Attendees
- 12,202 views on NextDoor
- 1,200 people reached on Facebook

### Data Summary

Data collected from this round of pop-ups was more qualitative in nature as opposed to the Spring. This was due to the difficulty in coordinating data collection at partner events. For example, collecting GROW Center registration data at the first Fall pop-up was overshadowed by the organizing partner's own data collection focused on volunteer turnout. Furthermore, use of mulch materials for planned work at the same pop-up was not captured effectively due to the many activities happening simultaneously.

Attendee numbers (165) were still very positive while reaching a variety of neighborhoods (57). Sixteen percent of pre-registered attendees actually attended the GROW Centers, meaning most of our attendees came from walk-ups and co-events. This demonstrated a benefit of partnering with another event; it afforded the GROW Center opportunity to reach an audience even when pre-registered attendees did not show up.



## Miscellaneous

- Plant sales were very poor (4 total) at the two pop-ups where plants were sold by the GROW Center.
- An estimated 10.5 yd<sup>3</sup> of mulch was left on GROW Center sites that residents and site partners were able to use after the GROW Center events.
- 30 lbs of coffee chaff was given away over the last two pop-ups.
- Some workshops/demos fell through, while other workshop data collection issues existed that were mostly logistical.

## Comparison: Spring vs. Fall

As mentioned earlier, GROW Center programming in the Fall tried a few different approaches. Experiencing the “greening scene” in the Fall was a learning experience. While a brief look at the calendars of some of our partners (TreeBaltimore, Blue Water Baltimore, and University of MD Extension) shows that just as many events are happening in the Fall as in the Spring, the two seasons have different connotations. Spring spurs thoughts of new growth, development and activity, whereas Fall is about harvesting and preparing for the ensuing winter.

GROW Center-specific attendance might have been impacted by the weather. While GROW Centers were fortunate to have good weather for most of the pop-ups (despite a threatening hurricane for the first event), the last pop-up was noticeably cooler. October is when Fall begins, looking at pre-registration numbers from Eventbrite saw a steady drop. (#1: 42, #2: 36, #3: 22, #4: 18)

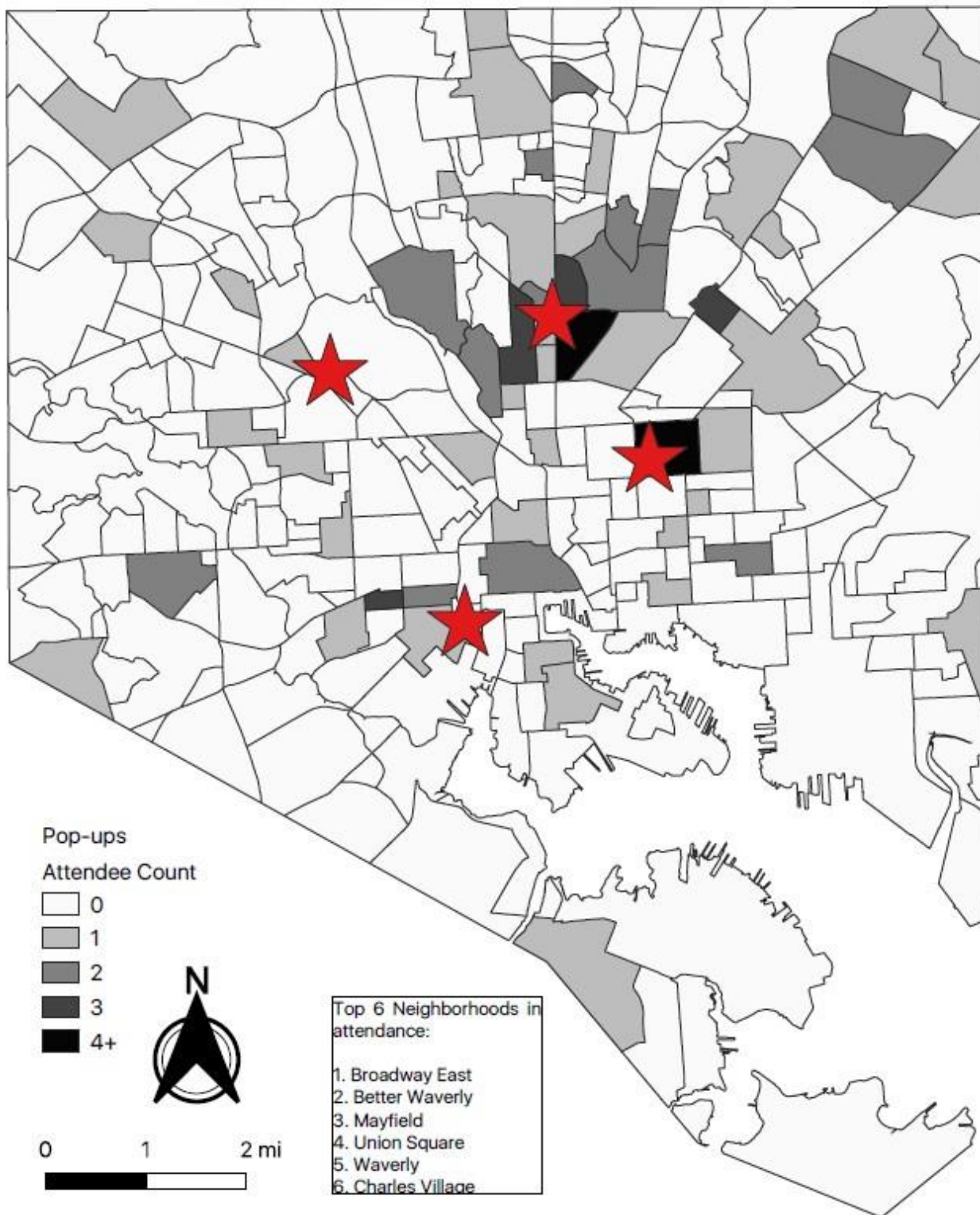


Attendees talking with BOP representative after potted fruit tree workshop at GROW Center #2.

Regarding materials, while we saw a noted drop in individual mulch use, we saw a similar number of free trees as in the Spring. Plant data was not available as two of our partner events provided their own plants for sale/giveaway, and data was not collected. As mentioned before, recycling bins were available at all pop-ups this time instead of just one.

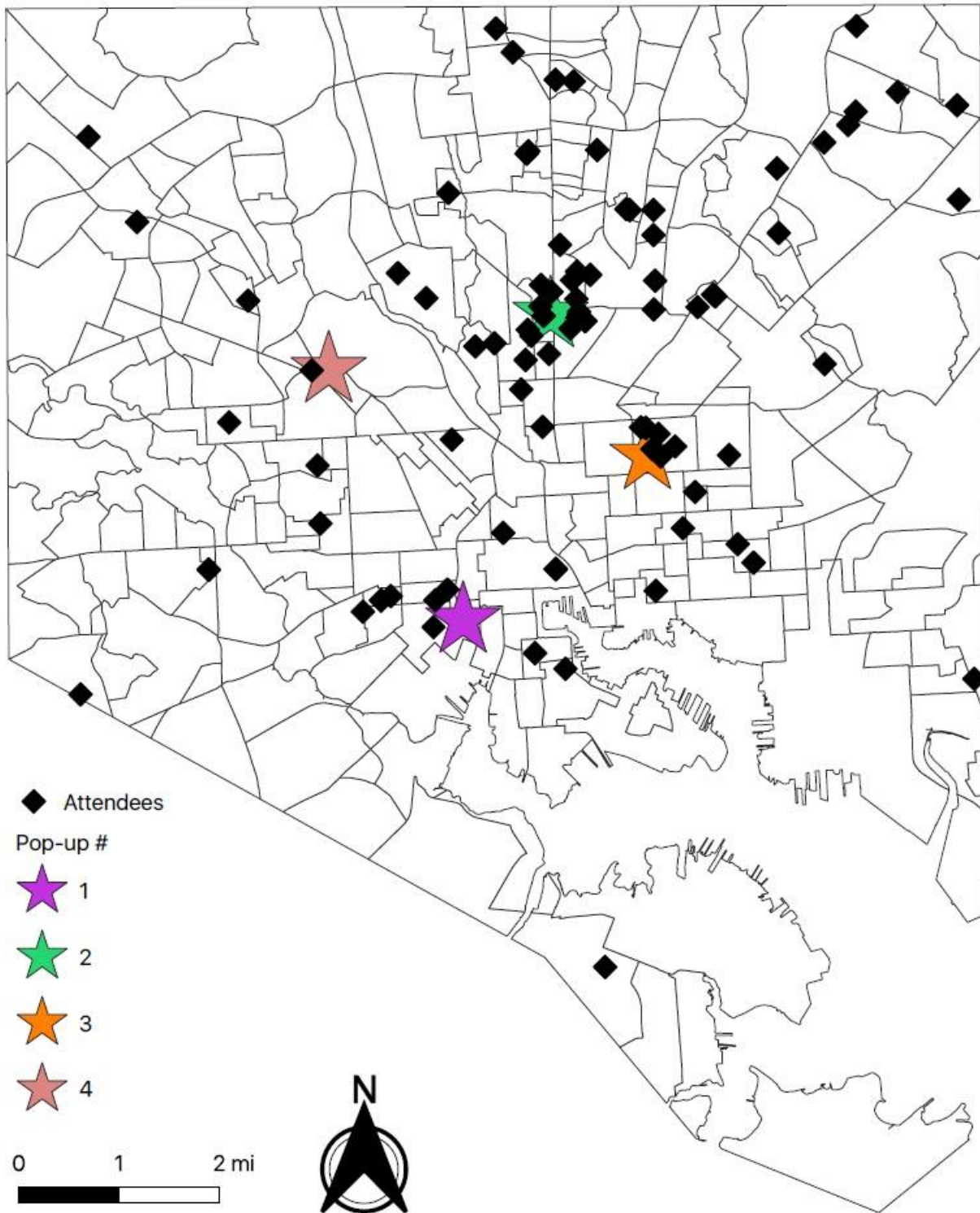
Due to insufficient data collection at half of the pop-ups, the geography of Fall GROW Center users cannot be determined comprehensively. If one observation can be made with collected data, a slight clustering occurred at our second pop-up (Waverly) replicating the clustering observed in the Spring (Map 2). This further suggests that while people will attend from further away, many attendees still prefer the closest GROW Center.

### Baltimore GROW Center Attendees by Neighborhood



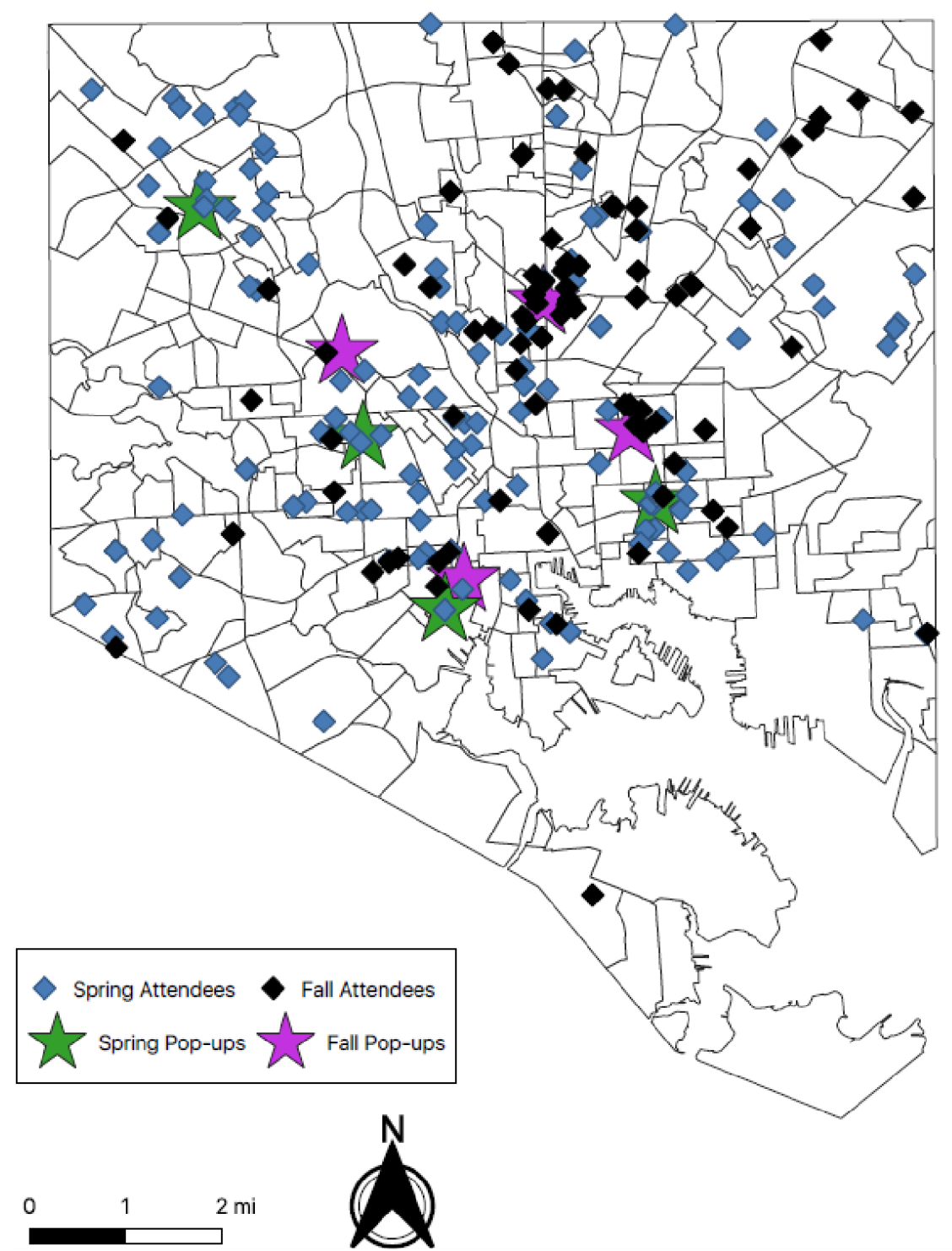
# Baltimore GROW Center Attendees

## Fall 2018





# Baltimore GROW Center Attendees Spring & Fall 2018 Combined





Pigtown's flower sale at GROW Center #1.

Sharing events was the most significant change from Spring to Fall. While beneficial (See Lessons Learned #2), coordinating with another event complicated logistics and planning, and led to misunderstood expectations by the co-event partner in one instance. For example, at the first pop-up our co-event partner was communicating with our mulch supplier for their work activities while GROW Center staff were also coordinating with the mulch supplier. As a result, the mulch supplier was confused about expectations agreed upon for the event and brought less mulch than was desired by the co-event partner. This illustrates the need to set clear expectations, responsibilities and communications when sharing an event.

## Lessons Learned

### 1. Workshop Issues

Workshop turnout was very poor. Offering the same workshop multiple times and advertising the workshop specifically during promotion did not seem to help. When factoring poor workshop attendance in the Spring, it may indicate that pop-up events are not suitable spaces for workshops, especially with concurrent activities.

### 2. "Where is the GROW Center?"

An exciting observation this Fall were having attendees at co-hosted events who asked specifically for the GROW Center. Some wanted updates on future GROW Center events via a mailing list. Also encouraging were Fall attendees who had previously

attended the Spring pop-ups. This type of interest shows promise for future GROW Center activities and development of a user base. It also demonstrates that the GROW Center can stand out amongst other organization's greening activities.

Furthermore, the relationship of sharing events as well as GROW Center outreach is important to highlight. By sharing events attendees specifically interested in one event will subsequently be exposed to the other event, thus increasing outreach. Therefore, a reciprocal benefit exists when sharing events. Also, GROW Centers continue to provide a venue for materials, workshops, and partners to build their outreach through exposure to "new greeners" or non-usual suspects like in the Spring.



CSP Volunteers helping unload mulch for giveaway.

### 3. DPW Giveaways

Additional hands (extra DPW staff and CSP volunteers) allowed the GROW Center staff to handle more materials than in the Spring, including giveaways and sales. This showed that GROW Center staff could source materials from partners without needing those partners at pop-ups. Staff were able to effectively deliver materials to attendees but with only partial knowledge of those materials and their respective organization. This might be addressed by preparing talking points and/or information sheets.

#### 4. Outreach & Attendance

Overall attendance for Fall events was lower as compared to the Spring. However, one notable benefit of sharing events is the ability to reach other partners' audiences. For example, even with very low GROW-specific turnout at pop-ups #1 and #4, the GROW Center was able to reach new audiences through the Pigtown and Parks & People Foundation events. Also, the GROW Center was again able to reach many neighborhoods (57) even if a smaller number than in the Spring (86).

#### 5. Family Friendly

The GROW Center tested a more kid-friendly event at pop-up #3. American Communities Trust, the Food Hub site developer, hired a face painter and bounce house for the event. The idea was to highlight the space to anyone passing by as well as make it more fun and inviting due to the unfamiliar nature of the Food Hub (even if it did not connect to greening).

Unfortunately, no kids or families showed up to the event. Our primary inference for this, and the relatively low turnout, was due to the nature of the space (still under construction) and disconnect with the neighborhood (people do not really know what is happening at the Food Hub). One local suggested having music to attract nearby individuals. This is reminiscent of the drummer that was at pop-up #1 in the Spring, which drew in residents walking by the event. However, the GROW Center is



DPW collecting mulch for giveaway from Camp Small facility.

probably too “fresh” of a concept to sufficiently activate a new space like the Food Hub. Better outreach prior to the event may be needed for a similar space in the future.

#### 6. Materials

Similar to the Spring, materials were mostly taken by individuals and in smaller quantities (i.e. one or two trees; a couple buckets of mulch). It was noted that intended material use was still primarily for home/residential despite reaching out to community greening groups during advertising. Also of note was individuals asking if the GROW Center would show up at the same location multiple weeks so that they could come back and get more materials. This was particularly requested for the mulch, as many individuals did not have the immediate capacity to take away larger quantities of mulch.

### Remarks

In summary, holding GROW Center events in Autumn revealed the following:

- Running these events again, regardless of the time of year, helps to refine the planning and logistics process. For instance, sharing an event with another organization required more detailed planning, setting of clear expectations, and managing shared partners. In the future this may include a shared work plan that clearly defines roles and expectations of each organizing partner.
- Greening activities are not as well attended in the Fall as compared to the Spring. However, this should not imply that events are a complete failure in the cooler months when other factors may be at play (outreach, inactivated spaces, etc.)
- As shown by the numbers, mulch and trees were popular with GROW Center attendees. Furthermore, GROW Center reached a large audience again.



- Outreach and networking at these events are continually beneficial. By visiting new areas staff learned about new partners and resources (such as CSP), potential venues, a new lower-cost native plant source, and coffee chaff.

## Looking Ahead

Lessons learned from 2018 foreshadow an exciting Spring 2019 for GROW Centers. New resources, suppliers, partners, venue locations, and schemes of planning can be tested now that Spring and Fall have been compared using a similar baseline. For example, GROW may have a standalone workshop on certain evenings or hold an exclusive workday on a greenspace which are separate from materials giveaways. In this way, GROW has its programmatic elements on separate days as opposed to at a single event.



Attendees with their new trees at GROW Center #3.

# Spring 2019

In collaboration with previous and new partners, DPW held a third round of GROW Centers that maintained the model used in 2018 with some updates; four pop-ups and five workshops were held across the city. All pop-ups were Saturdays 9am-12pm, while workshops ran from 6:30pm-7:30pm on weekdays. This section includes adjustments, data, maps, and lessons learned.

## Changes

While the single-day pop-up model was maintained, other changes were made to programming. These included:

### 1. Standalone Workshops

Due to poor attendance and difficult logistics holding workshops during pop-ups, USFS partners recommended holding workshop events separately. These were held on Tuesday and Thursday nights at various sites across the city. Some workshops were



Composting 101 Workshop at Filbert St Community Garden by Baltimore Compost Collective and Institute of Local Self-Reliance.

hands-on training like rain barrel building and composting. Others involved discussions on the importance of greenspace-health connection and how this relates to mindfulness, social justice and community health. The workshops doubled as opportunities to showcase other community supported spaces in the city, like Filbert Street Community Garden and Civic Works' Center for Sustainable Careers.

Pop-ups	Workshops
<b><i>Easterwood/Sandtown Park n' Playground</i></b> April 6, 2019 1537 McKean Ave, 21217	<b><i>Build Your Own Rain Barrel</i></b> with Blue Water Baltimore April 4 & May 2, 2019 Civic Works Center for Sustainable Careers 3501 Brehms Ln, Suite B, 21213
<b><i>Oliver Community Farm</i></b> April 13, 2019 1300 N Bond St, 21213	<b><i>Growing Healthy Communities</i></b> with BPCM April 9, 2019 Langston Hughes Community Center 5011 Arbutus Ave, 21215
<b><i>HEPP Park</i></b> April 27, 2019 2399 Pinewood Ave, 21214	<b><i>Mindfulness &amp; Greenspaces</i></b> with Phillip McKnight April 25, 2019 Patterson Park Pagoda
<b><i>Bethel Playscape</i></b> May 4, 2019 1500 N Bethel St, 21213	<b><i>Composting 101</i></b> with Institute of Local Self-Reliance & Baltimore Compost Collective April 30, 2019 Filbert St Garden, 1317 Filbert St, 21226

## 2. New Native Plant Vendor

A chance encounter at a Fall 2018 event introduced GROW staff to a native plant vendor, Edible Earth Landscape Design. After discussions with the vendor about a potential partnership and the need to make plant prices more accessible to attendees, an agreement was made. Not only was the new vendor able to offer plants at more affordable prices (i.e. \$5/quart vs. \$7/quart), the vendor's schedule was more flexible than that of the Herring Run Nursery.



Edible Earth Landscape Design selling native plants/shrubs at Easterwood/Sandtown GROW Center.

## 3. Social Media Co-Hosts

In order to boost advertising methods, DPW asked host partners to be co-hosts of GROW Center Facebook events or create duplicate ones online. For example, the Growing Healthy Communities workshop partnered with Baltimore Peoples Climate Movement (BPCM). By adding them as a co-host, GROW was able to reach the 751 people that follow BPCM's Facebook page. Their duplicate Facebook event also identified 37 people who planned to attend and 197 interested.

## 4. Electronic Recycling (E-Recycling)

DPW Solid Waste staff shared information about Washington, DC's Roll-off Days, where DC's Mayor's Office and DPW popped-up at schools offering bulk trash disposal,

electronics recycling and donation of household items/clothing. Since one of the goals of the GROW Center is to reduce and divert waste streams, it was agreed that the pop-ups would offer electronic recycling, which was implemented at the last three.

## 5. Locations

As in past GROW Center seasons, new pop-up locations were sought. For example, an interaction from Fall 2018 identified HEPP Park as a possible site. This was exciting as it resulted in the first GROW Center event at an urban forest patch! Two new greenspaces were selected in East & South Baltimore as pop-up and workshop locations. Two locations from Spring 2018 were repeated.



BWB Facilitator assisting with rain barrel construction at the 2<sup>nd</sup> rain barrel workshop located at Civic Works Center for Sustainable Careers.

## 6. Workshop Pre-payment

Despite the initial rain barrel workshop being completely booked thru pre-registration (20 total) only seven attended. This prompted staff to offer the rain barrel workshop again in order to use the remaining rain barrels that DPW purchased. This time, however, a pre-payment registration link was set up with the facilitating partner Blue Water Baltimore. This method resulted in a 100% attendance at the second workshop.



# Data

## Materials

- 100 Trees
- 15 yd<sup>3</sup> Mulch
- 98 Native Plants (\$935)
- 53 Recycling Bins (\$419)
- 100+ Seed Packets
- 6+ 30 Gallon bags Coffee Chaff
- 14 Rain Barrels Built
- Modest E-Recycling Dropped off

## Attendance

- 263 Total Attendees
- 85 Workshop Attendees
- 178 Pop-up Attendees
- 91 Neighborhoods
- 44 Return Attendees
- 36% Eventbrite Turnout



Community Service Program volunteer preparing buckets of mulch for giveaway at the Oliver Community Farm GROW Center.

## Data Summary

GROW Center had solid turnout reaching 250+ individuals from 91 neighborhoods. This high number is likely a result of the additional standalone workshops that contributed 85 attendees represented 44 neighborhoods. This illustrates the already demonstrated outreach capability of mobile GROW Center pop-ups and the importance of community partnerships in promotion.



Attendees purchasing recycling bins from DPW Recycling.

Collecting demographic data (see page 37 for graphs) provides insight into the populations reached by GROW Center programming. Out of all events, 56% of attendees identified as women, 31% as men, and the remaining as Other or Not Responding (13%). Also, GROW Center programming attracted roughly equivalent populations of Caucasian/Whites and African-American/Blacks, 37% and 32% respectively. Asian, Latino or Other represented 10% combined. It should be noted that 21% did not answer this question. According to 2018 Census data, Baltimore is characterized by a 30% to 62% split between Whites and Blacks respectively.

With regards to age, the majority (64%) of attendees ranged from 26-64 years. The two largest groups, 35-54 and 26-34, accounted for 28% and 22% respectively. The reason

that the majority of the GROW Center's demographic are older-young adults to middle age adults may be that this group is more likely to have residential spaces (i.e. home gardens, yards) to use GROW Center resources. However, GROW is still reaching younger adults (18-25) and elder individuals (65+) who may still have their own spaces or participate in community-oriented greening. This should be taken with some caution as 20% of respondents did not share their age. Furthermore, this is representative of Baltimore's age distribution according to 2018 Census data where 55.8% of the population is in the 26-64 range.

Asking attendees how they found out about GROW Center revealed a wide array of responses. Word-of-mouth from friends/neighbors accounted for 21% of responses, while online methods including Facebook, NextDoor and other means like email accounted for nearly 41%. Partner and community organizations also proved useful (11%). Again, twenty-percent did not provide an answer. These numbers demonstrate the importance of an online presence as well as making use of partners' existing promotional methods.

On the resource side, giveaways/sales were respectable. A similar number of trees were given away in addition to a large amount of mulch. It should be noted, however, that the number of individuals collecting mulch was less than previous GROW Centers. Hosting pop-ups at greenspaces allowed for remaining mulch to be left for use in the space. Nearly 100 native plants were sold while new materials giveaways of seeds (leftover from GROW Center & PPF's Plant/Seed Swap last Fall) and coffee chaff (provided by Zeke's) were also well received. E-Recycling was used sparingly but may be a result of insufficient promotion and lack of attendee awareness.



Attendees picking out free seeds leftover from Parks and People's/GROW Centers joint event in Fall 2018.



**263**  
**Attendees**



**53 Recycling**  
**Bins**  
**(\$419)**

**100+ Seed**  
**Packets**  
**given away**

**15 yd<sup>3</sup>**  
**Mulch**



**100**  
**Trees**



**14 Rain**

**Barrels**

**Built**



**98**  
**Native Plants**  
**(\$935)**



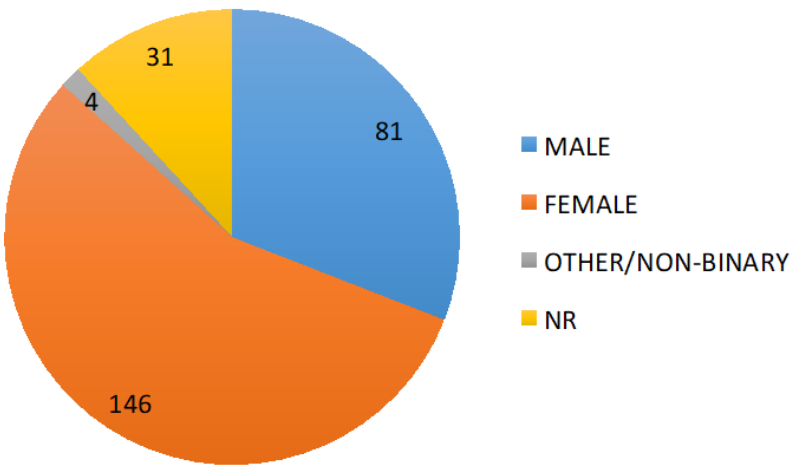
**Six 30 gal bags**  
**Coffee Chaff**



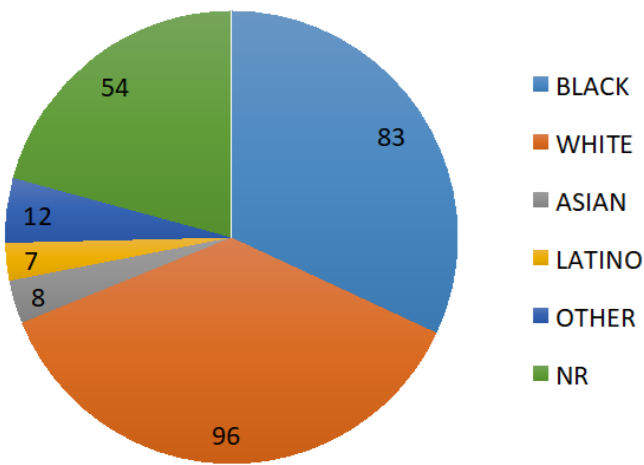


# Demographic Data

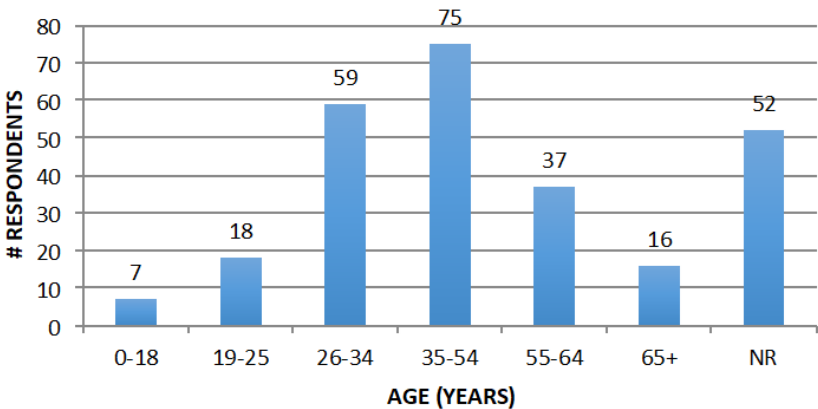
## GENDER



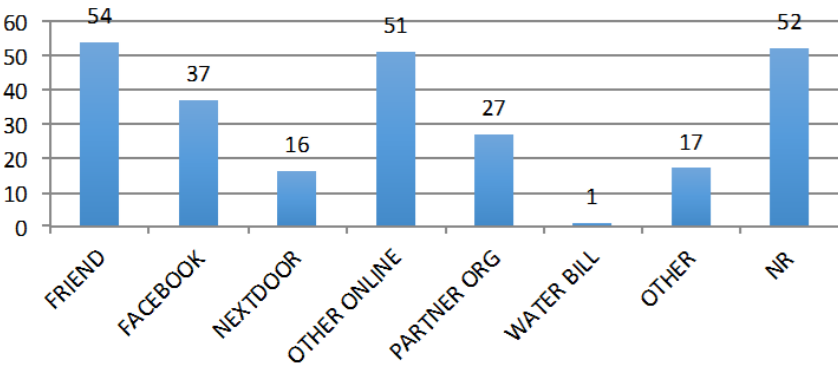
## RACE/ETHNICITY



## AGE

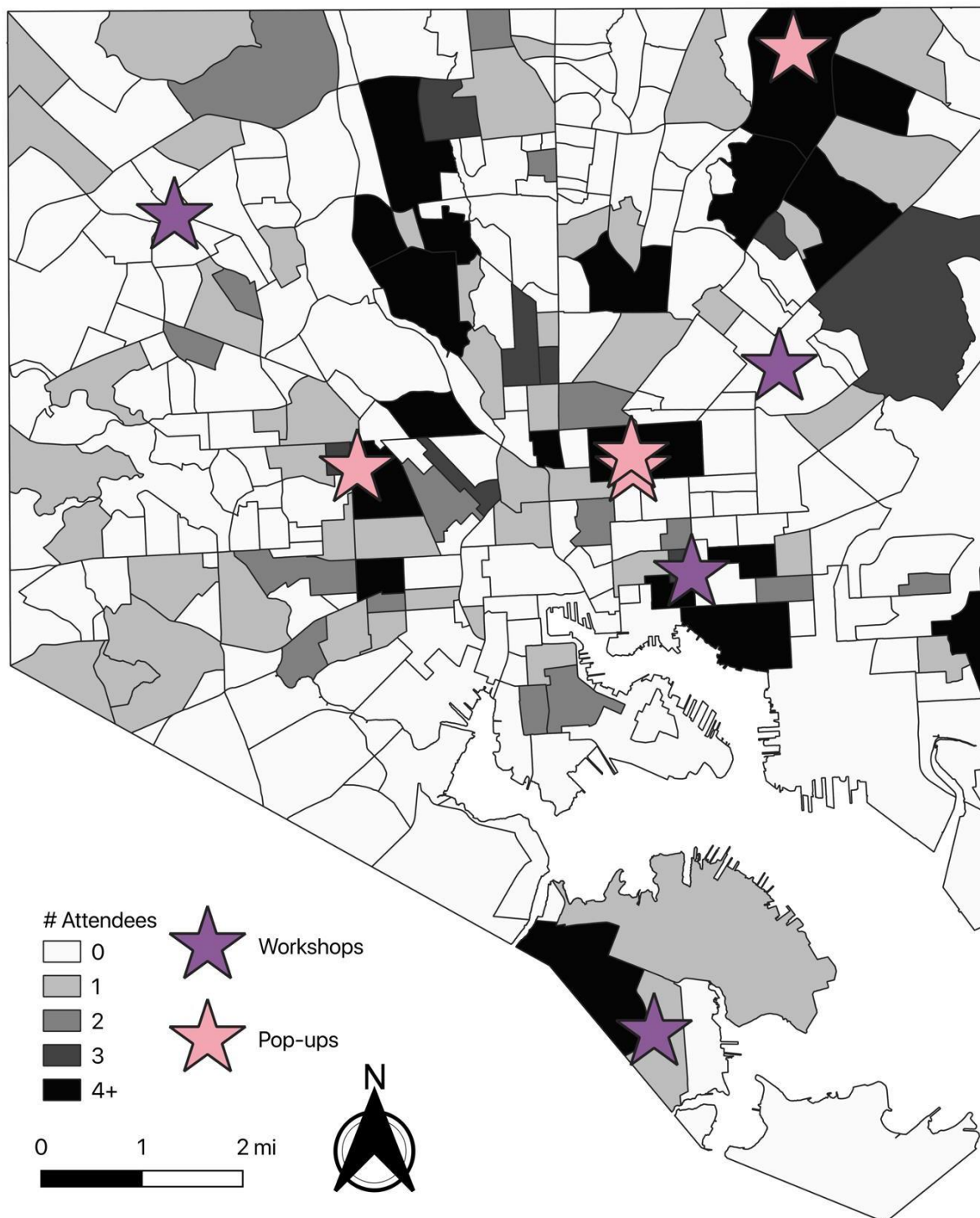


## HOW DID YOU FIND OUT ABOUT GROW CENTER?



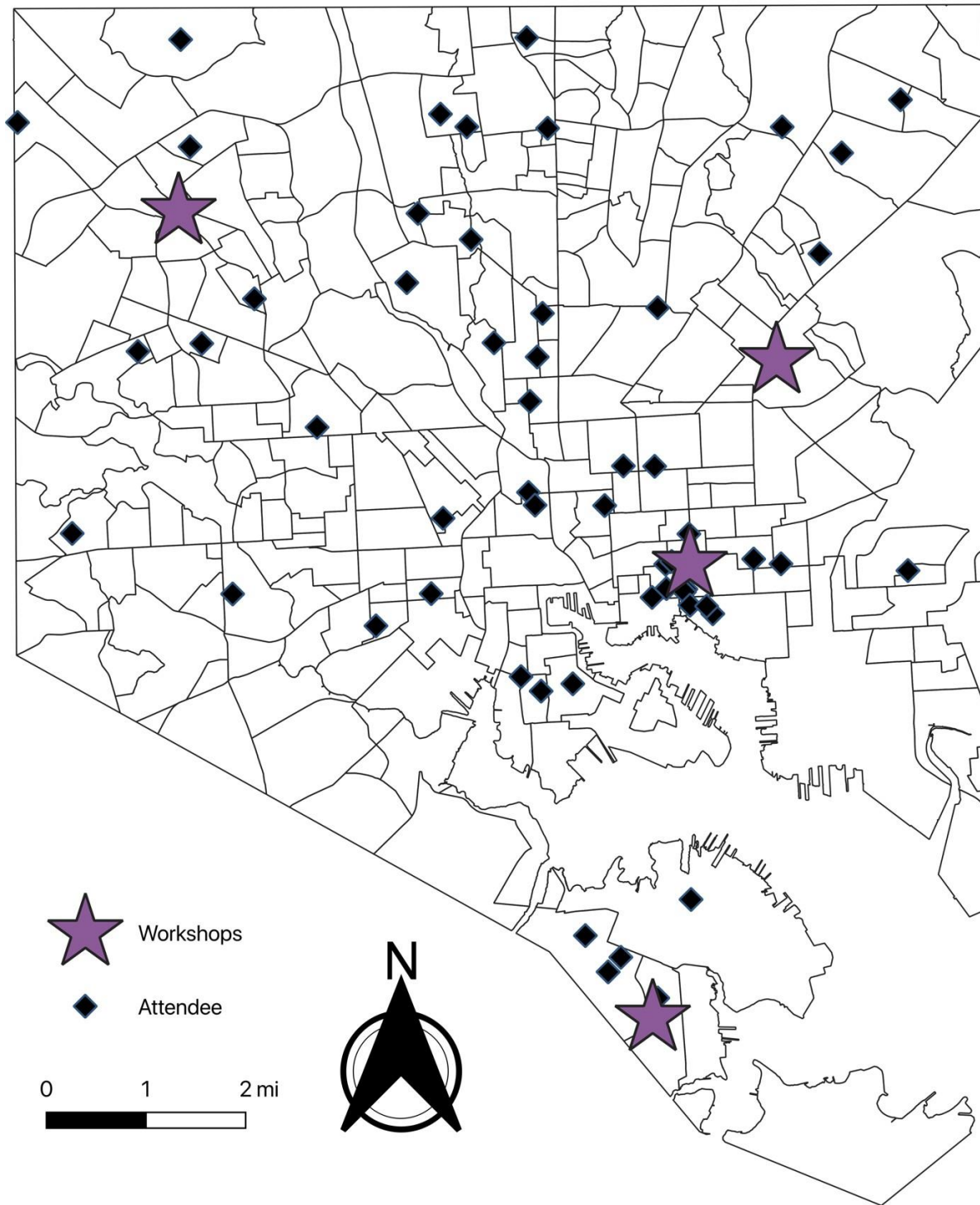
## Geography

### GROW Center Attendees (Pop-up & Workshops) by Neighborhood - Spring 2019



The top ten neighborhoods contributing 6 or more attendees were the following: Oliver, Hamilton Hills, Graceland Park, Ednor Gardens-Lakeside, Franklin Square, Greenmount West, Sandtown-Winchester, Upper Fells Point, and Waltherson.

# GROW Center Workshop Attendees Spring 2019





# GROW Center Pop-up Attendees Spring 2019



# Lessons Learned

## 1. Partners are Important

Perhaps an obvious lesson, but it is important to reiterate. GROW Centers are not possible without the resources provided through our arsenal of partners, and therefore it is important to consider the continued hectic schedules of those partners. For example, holding an event the same day as the Fruit Tree Fair meant that DPW staff had to organize tree and mulch giveaways without Tree Baltimore present at the pop-up by calling on additional staff and volunteers.



The composting workshop at Filbert St Garden had a great turnout thanks to substantial promotion by the facilitators and community partners.

Specifically, community partners are another critical component of GROW Centers. GROW Centers should prioritize having them at pop-up events. This provides opportunity for outside visitors to learn about how these greenspaces developed while also providing community organizers the opportunity to share information with their own communities. Leveraging these community partners also contributes to long-term relationship building where the GROW Center is welcomed back, such as at Easterwood Sandtown Park or Langston Hughes Community Center.



Facilitation partner, BPCM, did an excellent job of promoting the Growing Healthy Communities Workshop to its audience resulting in a young attendee demographic that was also racially representative of Baltimore.

Lastly, employing the networks of all partners (resources, community, facilitators) allows for improved outreach. Whether it was duplicating or making partners co-hosts of online events, greater numbers of individuals were reached. This also afforded different populations, as with the Growing Healthy Communities workshop. BPCM strongly promoted the event, resulting in attendees who were younger and racially representative of Baltimore. Furthermore, these outreach channels attracted larger numbers of participants, such as at the Composting 101 workshop. The facilitator/community partner was able to reach large numbers of participants and help GROW achieve its largest workshop attendance to date. (A count revealed 40 participants despite failing to capture all info through registration.)

## 2. Recognize Different Values

A lesson that stood out from this round of pop-ups is the repeated recognition of the value of GROW Center programming. This was recognized by three parties: community partners, attendees, and DPW.



Community partners and host sites recognize the value that GROW Center offers to help activate spaces in their communities. For instance, Easterwood / Sandtown Park n' Playground community association not only expressed interest in GROW Center returning for this Spring, but also continuing to return in future seasons. Additionally, this group and the Oliver Community (partner for pop-ups 2 & 4) sought confirmation from GROW staff that enough people came to justify future partnerships. This demonstrates that community organizers value what GROW provides for their communities so much so that they are concerned with providing a suitable event environment. Meanwhile, other communities continue to reach out to GROW for future partnerships and events.



Phillip McKnight leads a discussion on mindfulness and its relevance to greenspace and importance for health. This workshop took place outside the Pagoda at Patterson Park.

Attendees also recognize the value of GROW Center programming. This could be something as simple as an attendee from the HEPP Park area visiting HEPP Park for the first time due to the GROW Center event, or attendees from a neighborhood across the city discovering beautiful greenspaces like Bethel Playscape in an area of East Baltimore that is home to many vacancies. Also, GROW Center programming that includes workshop topics like mindfulness and social justice,

which position conversations around greening in a human context rather than traditional environmental education are appreciated by attendees. Some individuals admitted surprise as to why DPW would hold a workshop on these topics and asked about future events. Not only are these topics that attendees care deeply about, but they provide an alternative channel for outreach to residents that might not normally understand DPW's environmental mission. Furthermore, these illuminate a connection between resources offered at GROW Centers and addressing issues of health and equity, which many might not normally associate with a public works agency.

For this reason, DPW GROW staff recognize the benefits that this programming provides for both outreach and public relations. These non-traditional topics are important to show that DPW prioritizes the preferences of Baltimore's residents. In doing so, DPW still promotes its larger goals while providing opportunities for residents to emotionally connect with and better use greenspaces in their communities. Furthermore, the GROW Center provides an avenue to be flexible and experiment with different approaches.

### **3. Meaningful Interactions**

Many GROW/partner staff have interactions with attendees that highlight the mission of the GROW Center, greening, and other related goals to benefit Baltimore communities. Meaningful interactions are important for GROW Center programming. These include engaging children, effective organization of activities at pop-ups, and using non-traditional workshop topics.

Engaging children has not been a primary motivation for GROW Center other than providing some small activities for children at the event like coloring or a trash-themed corn hole game. GROW Center has recognized the need to provide a space for families in order to remove a potential attendance barrier. The events in Oliver





After the Growing Healthy Communities panel discussion, many attendees stayed after engaging in rich conversations with GROW staff, community partners, and panel speakers.

communities presented some important lessons on ways to engage children that may sprout a later-stage appreciation of trees, plants and clean greenspaces.

One volunteer, a certified tree arborist with the nonprofit Flowering Tree Trails of Baltimore, brought paper fortune tellers inscribed with tree facts. Children were able to make the fortune tellers and then share them with staff and other attendees, encouraging discussions and learning. This also resulted in some of the children wanting to plant seeds to take home. By activating these spaces neighborhood children were able to attend and enjoy the activities, which associates greenspaces with fun.

Holding simultaneous activities (workshops, clean-ups) at the pop-up events, while potentially meaningful, still encounter difficulty. For example, a nature walk and trash clean-up were organized at the HEPP Park pop-up. However, few people volunteered with the trash pick-up, and the nature walk almost did not happen. This may be due to there being other resources available at the pop-up; many individuals come to the GROW Center for one specific reason and then leave. While the nature walk was likely a very meaningful interaction with the HEPP Park forest patch for the adults and

children that participated, this was missed by those who were not able to spend more time at the pop-up. Better advertisement of these other activities could improve their attendance.

Finally, non-traditional workshop topics related to greening, such as the Growing Healthy Communities workshop with BPCM and the Mindfulness & Greenspaces workshop, are also important for meaningful interactions. These events drew individuals who might not otherwise attend a GROW event for materials or information. Therefore, not only is greater outreach achieved, but the discussions introduce other important topics like health and justice and their relationship to greenspace. As a result, this may provide a new set of attendees from different but related motivation and allow GROW Center staff to learn from groups with aligned work not encountered in traditional environmental education.

## Logistics

Two new observations on logistics were made during this round of pop-ups. First, having a (pre-loaded) card for GROW Center purchases would streamline pre-/post-event procedures. For example, many



Attendees participating in a nature walk through the forest patch at HEPP Park GROW Center.

organizations from which DPW makes GROW Center purchases require payment at purchase rather than submitting an invoice. This makes procuring some items (i.e. Home Compost Bins, refreshments) difficult. This could also ease payments of stipends.

Second, having Blue Water Baltimore require pre-payment for the second rain barrel workshop realized 100% attendance. While the fee was \$25 (which was a subsidized cost of the rain barrel) this provides some confidence that a small fee or sliding scale fee may be a viable option for future GROW workshops. However, if partner networks are well leveraged as in the Composting and Growing Healthy Communities workshop, attendance may be substantial without a fee.



The Oliver community (2<sup>nd</sup> from right) played a pivotal role in activating/promoting the two GROW events in East Baltimore.



Group of kids excited after planting seedlings and learning tree facts at the Oliver Community Farm GROW Center.



# Fall 2019

GROW Center pop-ups continued into their fourth season. However, given the loss of the Peaceworker Fellow and staff schedules, only three pop-ups were held (instead of the typical four – see table below). Again, all pop-ups were Saturdays from 9am-12pm. This section includes adjustments, data, lessons learned, and recommendations for future GROW Center programming.

Pop-ups
<b><i>Langston Hughes Community, Business and Resource Center</i></b> October 12, 2019 5011 Arbutus Ave, 21215
<b><i>Gateway Park in Darley Park</i></b> October 26, 2019 Harford Rd and Normal Ave, 21213
<b><i>Stillmeadow Community Fellowship Church</i></b> November 2, 2019 5110 Frederick Ave, 21229

## Changes

With the exception of there being only three pop-up events rather than the typical four, the Saturday morning pop-up model was maintained. Changes that were instituted were new partners, no workshops or e-cycling, and holding a pop-up at a faith-based organization.

### 1. New Partners

The pop-up events included many partners from previous seasons, including TreeBaltimore (trees and mulch), Maryland Cooperative Extension Master Gardeners, UMD Watershed Program, Bmore Beautiful, and Edible Earth Landscape Design (native



Edible Earth Landscape Design, a local nursery, provided affordable native plants for sale.

plant vendor). However, there were some new partners. One was a research fellow from the Cary Institute, who was conducting community research on green infrastructure. Additionally, the Health Department and Mayor's Office of Emergency Management were new to the GROW Center.

The third pop-up was hosted by Stillmeadow Community Fellowship, a church located in an area that saw damaging floods and was subsequently selected as a Resiliency Hub by the Baltimore Office of Sustainability (BOS) (see #3). In order to provide flooding resources and information to residents, the Climate and Resilience Planner for BOS was contacted and invited to participate in the third pop-up. The planner also connected DPW to her cohorts in the Health Department and the Mayor's Office of Emergency Management, both of which were interested in participating in the pop-ups.

Finally, at pop-up #2, DPW's Human Resources staff attended with information on an upcoming DPW job fair and general information on employment opportunities and the hiring process. HR handouts and other job information were subsequently made available at pop-up #3.



## 2. No Workshops or E-cycling

With the loss of the Peacemaker Fellow, staffing for organizing the pop-ups and workshops was limited. Initially, several workshops and partners were considered and approached. Due to a combination of partners being busy and identifying a Fall appropriate workshop it was decided to not hold a workshop. Workshop topics were a challenge experienced in planning the Fall 2018 pop-ups as well.

E-cycling was piloted in Spring 2018 at three pop-ups, keeping with one of the themes of the GROW Center – waste diversion. However, only a small amount of material was dropped-off, yet it required having a separate vehicle. Due to having one less staff person in the fall, and the modest amount collected, it was decided not to offer that service again.

## 3. Faith-Based Organization Host

As mentioned previously, pop-up #3 was held at Stillmeadow Community Fellowship Church. The church is one of BOS's Resiliency hubs as well as home to a 10 acre forest and stream, and has been partnering with the US Forest Service, DPW, Interfaith Partners for the Chesapeake (IPC), and other non-profits and city agencies to create a "Peace Park" on its property. Given the existing partnerships, as well as the church being an anchor in the community, they were approached to host a GROW Center. The church's parking lot was ideal for the pop-up, providing a large, visible area for tables, materials, and parking for attendees.

Previously all pop-ups were held on public property (community spaces) or at a non-profit (ToolBank, Parks & People, Langston Hughes Resource Center). Holding the pop-up at a faith-based organization was an opportunity to physically connect with the church's congregation and community as

well as advance a shared narrative of stewardship and resilience. IPC is working with dozens of faith-based organizations in Baltimore City; holding future pop-ups at other churches, synagogues, or mosques can build on IPC's work in creating new greening stewards and provide the GROW Center with new audiences.

# Data

## Materials

- 52 Trees
- 15 yd<sup>3</sup> Mulch
- 90 Native Plants (\$480)
- 21 Recycling Bins (\$159)
- Three 30 Gallon bags Coffee Chaff

## Attendance<sup>3</sup>

- 61 Total Attendees
- 30+ Neighborhoods
- 8 Return Attendees (13%)
- 42 New Attendees (69%)

## Data Summary

Attendance at the GROW Centers was less than in the Spring and 50% less when compared to the Fall 2018 pop-ups. This can partially be due to not being able to get all attendees to register at the sign-in. In particular, the layout of the second GROW Center at Darley Park was such that many people stopped to get trees and mulch and did not go to the sign-in table, which was opposite across the space.

However, based on the sign-in sheet, nearly 70% of all attendees were new to the GROW Center, which highlights the increasing number of people accessing the GROW Center resources.

not sign-in. Thus, the number of attendees is higher but the actual number is unknown.

<sup>3</sup> Attendance is based on sign-in sheets. Due to the layout of the various pop-ups, there were people attending who did

Additionally, 66% of attendees identified as women and 30% as men, with the remaining as Other or Not Responding (5%). Racially, 44% identified as African-American/Black, 21% Caucasian/Whites, and 13% Asian, Latino or Other. It should be noted that 25% did not answer this question. According to 2018 Census data, Baltimore's populace is 62% Black and 30% White.

With regards to age, the two largest groups were 35-54 and 55-64, accounted for 41% and 26% respectively. The Fall 2019 pop-up saw a higher percentage in these age groups than Spring 2019. When including the 26-34 age group, the total percentage is 78%, which is higher than Baltimore's age distribution according to 2018 Census data where 55.8% of the population is in this age range.

Asking attendees how they found out about the GROW Center pop-up revealed again a wide array of responses. Social media accounted for the most attendees (30%), followed by people walking or driving by (23%), and friends or neighbors<sup>4</sup>(19%). Partner and community organizations also proved useful (15%). This demonstrates the importance of an online presence along with being in highly visible locations.

On the resource side, mulch and trees were most popular and the main draw for people to attend, followed by recycling bins. Tree giveaways were less than previous seasons, even when factoring in one fewer pop-up than usual. Regarding mulch, most of it was again distributed in small quantities, 2-4 five-gallon containers. However, at the third pop-up residents from the Fells Point neighborhood arrived near the end of the pop-up and filled a small pickup truck. Later they posted photos on social media of using the mulch to replenish street tree pits in the community.

## Lessons Learned

The following are reflections on the Fall 2019 pop-ups that reinforce previous observations and add new ones.

### **1. The pop-ups are still attracting new people.**

As noted, 69% of the people who completed surveys had never attended a GROW Center pop-up. A concern in community engagement is that the same people are attending meetings and events. While there were a number of returnees (including one couple who has attended ALL of the pop-up events) it is encouraging that the word is spreading.

### **2. Interest from new partners is growing**

Because the third pop-up was located at one of the Baltimore Office of Sustainability's Resiliency Hubs, BOS was approached to attend that pop-up. This led to the Health Department and the Mayor's Office of Emergency Management asking to participate as well. Additionally, DPW's Office of Human Resources attended the second pop-up to promote an upcoming job fair and provided material for the third pop-up. Finally, two groups conducting research on green infrastructure also participated. These new partners not only expanded the resources available to attendees but also broadened the network among themselves. In addition to the new partners, all of the partner organizations from the Spring pop-ups continued into the Fall.

### **3. Everyone is busy**

One of the challenges in organizing the Fall pop-ups was coordinating schedules. This started with DPW; due to staff schedules only three pop-ups could be scheduled. And while there were new partner organizations in addition to continuing partners, not all of organizations could attend each pop-up, or

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<sup>4</sup> NextDoor was included in this category

had minimal staff. Fall is a busy time for tree planting and school activities, which impacted attendance.

#### **4. Fall is different from the Spring**

The difference between Fall, when people are putting gardens to bed, and Spring, when people are excited about planting, was reinforced again in 2019. Attendance was less in the Fall pop-ups than in the Spring, and it was more difficult planning for workshops (which is why none were held). The same reflection was made in Fall 2018, which led to the separation of pop-ups from workshops in Spring 2019.





# Spring & Fall 2020

Due to the COVID-19 pandemic, the year 2020 proved to be challenging. Three GROW Center pop-ups were initially scheduled for May. Unfortunately, when Baltimore City began to shut down activities in March the events were cancelled. However, DPW was able to regroup and safely hold two “mini-GROW Centers” in the Fall of 2020.

## Spring 2010

Three pop-ups were scheduled for the Spring:

- Easterwood / Sandtown Park & Playground in West Baltimore
- C.A.R.E Community in East Baltimore
- City of Refuge in the Brooklyn neighborhood in South Baltimore

The first two locations previously hosted pop-ups, while the City of Refuge was a new location and one of Baltimore’s Resiliency Hubs. The pop-ups were to be the same format as previous years – free mulch and trees, native plant and recycling bin sales, and various partner organizations providing information and resources.

Cancellation of the pop-ups led to discussions of creating a “virtual” GROW Center where people could connect to GROW Center partners, how-to videos on a variety of subjects like building rain barrels and installing rain gardens, and access other resources and information for community greening and waste reduction. DPW was able to secure an AmeriCorps VISTA, who is developing the virtual GROW Center for launch in early 2021.

## Fall 2020

An opportunity arose in the Fall that allowed pop-ups to be held. DPW Solid Waste organized two events, a Shred event and America Recycles Day. These events collected documents from residents for shredding as well as

recycling drop-off (due to COVID-19, DPW’s curbside recycling service was temporarily halted). The GROW Center was asked to partner in these events, given that these were opportunities for providing residents with free resources. Participation was easy - DPW Solid Waste secured the locations and DPW Communications promoted the events.

Due to safety concerns and social distancing requirements, it was decided to hold the pop-ups as a “mini-GROW Center”, providing only trees and mulch and limited information. There were no partner tables as with previous pop-ups.

Trees were provided by TreeBaltimore and mulch from Camp Small. To minimize the number of people staffing the pop-ups, DPW picked up 30 trees and a truckload of mulch for each event (although a TreeBaltimore staff member attended the second pop-up).

### **Fall 2020 mini-GROW Centers**

#### ***Clifton Park***

October 3, 2020

2801 St. Lo Drive, 21213

#### ***Pimlico Training Center***

November 15, 2020

3500 W. Northern Parkway, 21215

The events were 9am-1pm. At the Clifton Park event, people were lined up by 8:45am for mulch. By 10:15am the mulch was gone, with the trees given away by 12noon. We expect that this was due to it being a warm and sunny day and people wanting to get outside after months of restrictions. Also, a few of the attendees mentioned that they took up gardening during the pandemic and were looking for material and information. At the November pop-up, all of the trees and mulch were given away by the end of the event.

# Data

Due to limited staffing at the October pop-up, no sign-in sheets or data was collected. Numbers were estimated from the number of people who took trees and a rough count of people who came for mulch. DPW was able to collect attendee information at the November pop-up (Name, email address, zip code). It was decided to collect less data to minimize contact with attendees.

## Materials

- 60 Trees
- 10 yd<sup>3</sup> Mulch (two dump trucks)

## Attendance<sup>1</sup>

- 120 Total Attendees
- 14 Zip Codes (November 15)

## Data Summary

Given that there were only two pop-ups, the resources available were limited, and restrictions were in place due to COVID-19, the pop-ups were some of the better attended.

Season	S'18	F'18	S'19	F'19	F'20
# Pop-ups	4	4	4	3	2
Attendance (total)	206	165	263	61	120
Attendance (avg/pop-up)	51	41	66	20	60

As noted, data was not captured at the October 3 pop-up. However, for the November 15 event attendees were asked to include their name, email address, and zipcode. For the 42 people who provided information, 14 zip codes were represented, with the most attendees from zip codes

21209 (11) and 21215 (9). The pop-up was held in 21215 and 21209 is adjacent. This pattern is similar to previous pop-up events with a greater number of attendees living nearby. As with previous events, the pop-up also attracted people from other areas of Baltimore.



**Mulch sold out in 90 minutes at the October 3 mini pop-up**

# Lessons Learned

## 1. People like free trees and mulch.

Mulch was gone in 90 minutes at the first pop-up and the trees given away by the end of each event. While some of the attendees also utilized the recycling drop-off and/or the free shredding, most came for trees or mulch. This is consistent with previous pop-ups and reinforces the importance of continued partnership with TreeBaltimore.

## 2. Trees and mulch can be gateways for connecting people to other resources

While there were no partner tables at the pop-ups, information was provided about stormwater fee credits, recycling, and clean water habits for the home. Many attendees

who received mulch or trees but did not sign-in.

<sup>1</sup> Data is based on a combination of estimates (Oct. 3) and sign-in sheets (Nov. 15). It also accounts for people

were eager to take the information and several asked additional questions of staff. Previous pop-up events encouraged people who came for one thing to visit all of the resource tables. Partner organizations mentioned in previous surveys that they were able to interact with people who they would not have engaged with otherwise.

### **3. Attendees come from nearby.**

The data gathered at the November 15 pop-up is consistent with previous pop-ups – while the events attracted people from across the city, there was a cluster of attendees from the neighborhood or adjacent neighborhoods. This is important for locating future pop-ups, especially in areas that have a higher percentage of residents without personal vehicles. It also reinforces the importance of local communication avenues. The local community and councilmembers promoted the events to residents and constituents in addition to DPW promotion. The November 15 event was especially promoted by the councilman for the area, including doing a live Facebook video and contacting TV stations for coverage.

### **4. Mini pop-ups at DPW events are easy and cost effective.**

Coordinating site locations and layout, promotion, and logistics for the events was handled by DPW Solid Waste. All that was required for the GROW Center was to coordinate trucks, pick-up trees and mulch, and attend the event. Partnering for 2021 shared events are being planned.

Mini pop-ups are also being explored for Spring 2021 as stand-alone events to test logistics and interest. These may offer a quick and easy option to the typical pop-up arrangement.



**Tree giveaway at the October 3 mini pop-up**



**Mulch giveaway at the November 15 mini pop-up**



## GROW Center – Fall 2020

# = attendee zip codes for 11/15 pop-up

★ October 3

★ November 15



# Spring 2021



DPW staff talking to residents.

Based on the success of the “mini GROW Centers” the previous season, DPW was able to hold four in the Spring of 2021. Set up was similar to Fall 2020 events with limited information and materials being given away.

Trees were provided by TreeBaltimore and mulch from Camp Small. To minimize the number of people staffing the pop-ups, DPW picked up trees and the mulch for each event. Free seed packets from Master Gardeners were available at the 3<sup>rd</sup> and 4<sup>th</sup> pop-up. Chaff from Zeke’s Coffee was available at all pop-ups except for the first one. Only at the final pop-up of the season did we have one partner table – Rebuilding Johnston Square.

All pop-ups were on Saturday from 9am-12pm except for April 17 which was from 9am-1pm. For the first pop-up of the season the GROW Center partnered with DPW Recycling at its Shred event.

Additionally, the GROW Center hosted a virtual workshop on home composting in partnership with the Institute for Local Self-Reliance. The workshop was offered at three different times to accommodate residents’ schedules. The workshop was free to attend and but required registration.

## Spring 2021 Pop-ups

### ***Calverton Elem /Middle School***

April 17, 2021

201 North Bend Road 21229

### ***Ashburton Water Filtration Plant***

April 24, 2021

3001 Druid Park Drive 21215

### ***City of Refuge***

May 1, 2021

901 Pontiac Ave 21225

### ***Reverend William Brown Park***

May 8, 2021

Corner of E. Preston and N. Ensor 21202

## Spring 2021 Workshops

### ***Home Composting***

April 22 (Thurs) 10:30am-12noon

May 2 (Sun) 3:30-5pm

May 6 (Thurs) 5:30-7pm

## Data

In order to minimize contact, questions used in past surveys were omitted and less data was collected. The data collected was primarily from pop-up attendees and pre-registration and follow-up surveys from workshop attendees.

## Materials (all provided free)

- 120 Trees
- 4 truckloads of mulch
- Three bags of chaff
- 40 packets of seeds
- 200 reusable bags
- 12 raffle prizes for the workshops 6 compost bins and 6 compost thermometers.

## Attendance

- 150 Pop-up attendees (not all attendees completed the survey)
- 34 Neighborhoods
- 56 workshop attendees

# Data Summary

All four pop-ups were held in new locations with new partners around the City. One of the locations, City of Refuge, was originally scheduled for Spring 2020 but it had to be cancelled due to COVID. Locations were chosen to ensure that we were reaching different parts of Baltimore, in particular neighborhoods that have experienced long-term disinvestment. Additional factors that were considered included community greening activities and existing relationships with host partners.



Johnston Square community member waiting to receive a tree.

Despite the new regulations set in place for COVID, the GROW Center events were well attended (200+) and continued to reach people who had never attended before. This past year has highlighted the importance of online promotion. Fifty-three percent of attendees noted that they heard about an event through some type of social media platform (Facebook, Twitter, Instagram and Nextdoor). After that, word of mouth through friends and family accounted for 21% of attendees.



DPW staff excited about free mulch.

## Lessons Learned

### 1. Holding pop-ups in conjunction with other events increases participation

For the first pop-up, the GROW Center partnered with the Recycling Division's Shred Event where residents can bring documents and other paper material and have them shredded and recycled securely. This pop-up had the biggest turnout as many residents visited after learning about the GROW Center when they dropped off their documents. Partnering with other events is an important way to attract new attendees who might not otherwise attend a GROW Center event.

### 2. Community partners are important to connect with residents

For the fourth pop-up we partnered with Rebuild Johnston Square and the Mt. Sinai Baptist Church. They had worked with the Parks & People Foundation to turn a vacant lot into the Reverend William Brown Park, which was the location for the pop-up. The pop-up was well attended and many attendees heard about the event through the local community group and congregation. Rebuild Johnston Square had a table at the pop-up, which also drew in passersby and friends who were unaware of the event.



### **3. Providing free material is a desired service of the GROW Center**

Attendees were asked about what they think are the biggest incentives to get involved in greening projects; 38% noted that free and low-cost materials were the most important. The cost of materials is a barrier for many residents who want to engage in greening practices. The GROW Center provides an important resource for many by increasing accessibility free and low-cost materials.

From past workshops, there is potential for there to be a difference between the numbers of those who've registered and those who actually attend the event especially when it's a free workshop. The online workshops this season were free but as a raffle was held to give out prizes to 12 residents. The raffle was a good incentive to get people to attend the workshop while also helping to reduce costs associated with home composting.

### **4. Investment in materials is beneficial**

For the most part GROW Center events had beautiful weather. The morning of the fourth pop-up, however, was raining and it didn't clear up till 10AM. We were fortunate that our community partner for the event had tents that we could use.

In the past, tents used to be borrowed from the DOT Special Events but it came with additional scheduling and time issues. Investing in additional set up materials would be beneficial for the GROW Center. It would allow more flexibility when choosing site locations as well as allow GROW Center staff to focus more on fostering relations with partners and communities, developing new ideas, and less on logistical issues.

### **5. Virtual workshops are an option**

Due to COVID restrictions, the home composting workshops were held virtually as a webinar. However, they proved to be successful and allowed people the opportunity to attend without having to find

transportation to the event. The Institute for Local Self-Reliance was used to providing webinars so it was easy to contract with them.

Virtual workshops, and videotaping in-person workshops, should be considered in addition to hands-on workshops and training when possible.



GROW Center staff helping a resident get a tree.

# Fall 2021



BMORE Beautiful staff helping a pop-up attendee

Fall 2021 was the most active GROW Center of all previous seasons. It also tested different days for the pop-ups, additional partners for events, multiple in-person composting workshops in partnerships with DPW Bureau of Solid Waste, and a virtual rain garden workshop. All while following the City's COVID-19 safety protocols.

Three pop-up events were on Saturdays. The October 2 event was from 9 – 12pm. October 16 was from 9 – 1pm in conjunction with a DPW Shred event, where people can get sensitive documents shredded for free. The October 23 pop-up was in partnership with Stillmeadow Community Fellowship Church, which was celebrating the anniversary of their Peace Park. The event was from 12 – 3pm. New this season were two pop-ups held on weeknights; they were October 5 and November 9. Because of its popularity in 2020, and to be accessible to the Orthodox community, a pop-up was held on Sunday, October 31 from 9-1pm, in conjunction with a DPW Shred event.

<b>Fall 2021 Pop-ups</b>
<b><i>Herbert Street Park</i></b> October 2 N. Smallwood and Herbert St. 21217
<b><i>Boone Street Commons</i></b> October 5 2100 Boone Street 21218
<b><i>Mergenthaler Vocational Technical High School</i></b> October 16, 2021 3500 Hillen Road 21218
<b><i>Stillmeadow Community Fellowship</i></b> October 23 5100 Frederick Ave 21229
<b><i>Pimlico Public Safety Training Facility</i></b> October 31 Northern Parkway and Park Heights Ave 21215
<b><i>Mt. Winans Community Cupboard</i></b> November 9 2400 Harmon Ave 21230
<b>Fall 2021 Workshops</b>
<b><i>Home Composting</i></b> <b><i>Duncan Street Miracle Garden</i></b> September 21 <b><i>Harwood Community Garden</i></b> September 29 <b><i>Filbert Street Garden</i></b> October 6 <b><i>Harwood Community Garden</i></b> October 13 <b><i>The Harvest Community Garden</i></b> October 14 <b><i>Pimlico Public Safety Training Facility</i></b> October 31
<b><i>Virtual Rain Garden Workshop</i></b> October 20

Like the pop-ups, the number of workshops expanded from previous years. The GROW Center partnered with DPW's Food Matters program to host six in-person home composting workshops. The goal of Food Matters is to reduce and/or repurpose food waste, which aligns with goals of the GROW Center. Fifty-six people attended the workshops (attendance for each workshop was capped at 15 people as per City COVID-19 safety guidelines). Free home composting bins, courtesy of Food Matters, were offered to attendees. Approximately 40 people took bins.

A virtual rain garden workshop was given by MD Cooperative Extension. Eighty people attended, including several from outside of Baltimore City (the workshop was publicized by a local watershed group, which has members from the region).

Finally, GROW Center pop-ups returned to having multiple partners as was the pre-2020 model. Trees were provided by TreeBaltimore and mulch from Camp Small. Other partners provided attendees with information and expert advice on tree planting, gardening, recycling, community beautification, and disaster preparedness. They included DPW Bureau of Solid Waste, DPW Community Liaisons, DPW Office of Engineering and Construction, Baltimore Office of Emergency Management, Baltimore Office of Sustainability, BMore Beautiful, Maryland Master Gardeners, and Blue Water Baltimore (BWB).

## Data

In order to minimize contact, several questions used in past surveys were omitted; thus, less data was collected. The data collected was from pop-up attendees and workshop attendees. A challenge with collecting survey data at pop-ups is the nature of the event, which is walk-up. While people were asked to go to the check-in

table for the survey (which was administered by DPW staff using a laptop) we recognize that there were many people that did not check-in. The numbers below account for this.

### Materials (all provided free)

- 60 Trees <sup>2</sup>
- 5 truckloads of mulch
- 40 compost bins
- 200 reusable bags

### Attendance

- 170 Pop-up attendees (survey results + estimate)
- 20 zip codes represented
- 136 workshop attendees
- Nine partner groups (not all attended each pop-up)



Mulch giveaway at the Stillmeadow pop-up

## Data Summary

Five of the pop-ups were held in new locations with new partners. The Pimlico Public Safety Training Facility was a return location from 2020 given its convenience in Northwest Baltimore, which is home to a large population of Orthodox Jews. Locations were chosen to ensure that we were reaching different parts of Baltimore, in particular neighborhoods that have limited access to resources. One group, West Harbor Collaborative, approached

<sup>2</sup> BWB ran the tree giveaway at the Stillmeadow pop-up



DPW to be a partner in their Community Cupboard event in Mt. Winans (they saw a social media post about the first pop-up). Additional factors that were considered included community greening activities and existing relationships with host partners.



Boone Street Commons pop-up

Despite the continuation of COVID precautions, the in-person GROW Center events were well attended (250+) and continued to reach people who had never attended before. While neighborhood data was not collected, zip codes were. Attendees came from 20 different zip codes (out of 26 total city zip codes – 77%). Zip codes with the most pop-up attendees:

21218

21215

21229

Zip codes with the most workshop attendees:

21218

21214

21229

21215

This reflects previous year trends, which exhibited higher number of attendees who live near the pop-up or workshop. There

were two pop-ups and three composting workshops in the 21218 zip code, while the Pimlico pop-up and compost workshop was in 21215, and Stillmeadow located in 21229.

As to how attendees heard about the pop-ups and workshops, there were no one method that prevailed. Word of mouth, DPW social media and web page, and neighborhood listserves were the primary methods. There were also several people that noted they saw a pop-up and stopped by, curious as to the event.



Compost workshop at the Harvest Community Garden, led by one of the gardeners

## Lessons Learned

### 1. Holding pop-ups on days other than Saturday mornings worked

Of the 6 pop-up events, only two were on a Saturday morning. Two pop-ups were held on weekday evenings / afternoons, one was on a Sunday (a repeat from Fall 2020), and one was on a Saturday afternoon. The weekday afternoon events were only two hours, but were well attended and well received. Five of the six compost workshops were weeknights, with the last held on a Sunday morning at a pop-up event. In order to be equitable and more accessible, holding events on different days and different times is needed.

## **2. Partnering with other events broadens the reach and attendance**

Four of the pop-ups partnered with other events. Two of the pop-ups were with DPW Shred events, which provide free document shredding to residents. These two pop-ups had the largest number of attendees, in particular the Sunday event.

Two of the pop-ups were part of community events. The Stillmeadow pop-up was part of their Peace Park anniversary celebration, while the Mt. Winans pop-up was part of the unveiling of their Community Cupboard. Residents attending the event took advantage of the partner tables, with less materials given away because attendees were not prepared to take a tree or mulch.

## **3. Holding the same workshop multiple times increases access**

Six compost workshops were held over the course of a five week period. The City's COVID safety guidelines limited the workshops, which were outside and in-person, to 15 people. While the workshops were free, registration was required. Due to the popularity of the workshops (the last four were sold out), holding the same workshop several different times allowed people the opportunity to attend a workshop if an earlier one was filled.

## **4. Support local groups**

It was decided at the beginning of the program in 2018 to support pop-up hosts and local workshop facilitators. In the Spring of 2021 a national non-profit, Institute for Local Self-Reliance, conducted virtual composting workshops. When it was decided to hold in-person compost workshops, local gardeners and organizations, like the Baltimore Compost Collective, were contracted and provided a small stipend. This provided support to the gardens as well as highlighted local knowledge. Additionally, giving stipends to pop-up hosts supported their community projects.

## **5. Use pop-ups to highlight other City initiatives**

Two of the pop-ups, at Mervo High School and Stillmeadow, were located in areas that have experienced significant flooding. The pop-ups were an opportunity to provide information on the City's flood mitigation and preparedness efforts as well as have staff in attendance to answer questions.

At the Mervo pop-up, DPW worked with the local Councilwoman to offer a public presentation to residents on the various projects underway to address the flooding.

Additionally, a DPW Community Liaison attended these pop-ups as well the final two of the Fall. The Liaison provided information on a variety of DPW initiatives, thus expanding the resources and information available at the pop-up events.

## **6. Virtual workshops are a good option, even without COVID restrictions**

Six of the seven workshops were in-person, with the seventh a free virtual rain garden workshop. This was scheduled to be virtual in part because no in-person location could be found for a workshop. However, this workshop had the highest attendance, with 80 people. This highlights the benefits of mixing in-person and virtual training.



Pimlico Public Safety Training Facility pop-up

## **Appendices**

A1 – Budgets

A2 – Flyers

A3 – Data Collected

A4 – Survey Results

A5 – Handouts

A6 – Additional Maps



## Ala – Budget: Spring 2018

GROW Center Spring 2018 – Budget					USFS		In-Kind		
					USFS	USFS (City Fdn)	DPW (in-kind cash)	DPW (in-kind)	Other
Item	Description	QTY	RATE	SUBTOTAL					
Workshop Stipend	Stipend for 4 facilitators	4	\$200.00	\$800.00		\$800.00			
Location Stipend	Stipend for event space	4	\$200.00	\$800.00		\$800.00			
Printing Shop items	1 banner, 6 lawn signs, 2 large welcome posters	1	\$656.00	\$656.00			\$656.00		
Pollinator Plant Giveaway	Give away of free pollinator plants to workshop Participants	8	\$7.00	\$56.00	\$56.00				
Raffle Gift Certificates	Herring Run Nursery gift certificates given away for survey collection	2	\$20.00	\$40.00	\$40.00				
Compost / Garden Mix	3 bags of mix from Baltimore Community ToolBank for Workshop	3	\$5.00	\$15.00	\$15.00				
Chairs Rental	20 chairs rented from Baltimore Community ToolBank for 4 weeks	20	\$3.00	\$60.00	\$60.00				
Rain Barrel Subsidy	Subsidized cost of rain barrels for workshop Participants	15	\$45.00	\$675.00	\$675.00				
Porta-John	1 porta-john for GROW Center pop-up #3	1	\$40.00	\$40.00			\$40.00		
DPW Truck (Mileage)	Transport of pop-up materials at 4 pop-up events and 1 pre-pop-up materials transport to the ToolBank.	41	\$0.54	\$22.14			\$22.14		
Tables	10 Tables for pop-up events (DPW)	10	\$28.00	\$280.00			\$280.00		
Tents	2 Tents at each pop-up from DOT Special Events	8	\$100.00	\$800.00					\$800.00
Snacks	Light snacks for partners at 4 GROW Center pop-ups	4	\$8.00	\$32.00					\$32.00
Mileage	Personal Vehicle usage for GROW Center events/preparations	140	\$0.54	\$75.60					\$75.60
Staff: DPW - Pop-ups	3 staff at 4 pop-up events	66	\$60.00	\$3,960.00				\$3,960.00	
Staff: Experts	4 Partner Organizations at 4 pop-ups (hrs)	44	\$30.00	\$1,320.00					\$1,320.00
Staff: Facilitators	Volunteer facilitators at 4 pop-up events (per event)	4	\$200.00	\$800.00					\$800.00
Staff: Materials	12 materials providers total over 4 pop-ups (hrs)	56	\$30.00	\$1,680.00					\$1,680.00
Blue = Workshop; Red = Printing; Purple = Location; Orange = Logistics; Green = Staff		TOTAL:	\$12,111.74	USFS EXPENSES:		\$2,446.00	DPW in-kind:	\$4,958.14	\$4,707.60

## A1b – Budget: Fall 2018

GROW Center Fall 2018 - Budget					USFS		In-Kind		
					USFS	USFS (City Fdn)	DPW (in-kind cash)	DPW (in-kind)	Other
Item	Description	QTY	RATE	SUBTOTAL					
Workshop Stipend	Stipend for facilitator	1	\$200.00	\$200.00		\$200.00			
Location Stipend	Stipend for event space	1	\$200.00	\$200.00		\$200.00			
Lawn Signs	New lawn signs for promotion	2	\$9.00	\$18.00			\$18.00		
Chairs Rental	Chairs rented from Baltimore Community ToolBank for 4 weeks	25	\$3.75	\$93.75	\$93.75				
DPW Truck (Mileage)	Transport of pop-up materials at 4 pop-up events	120	\$0.535	\$64.20			\$64.20		
Tables	Tables for pop-up events (DPW)	12	\$28.00	\$336.00			\$336.00		
Tents	3 Tents at 3 pop-ups from DOT Special Events	9	\$100.00	\$900.00					\$900.00
Mileage	Personal Vehicle usage for GROW Center events/preparations	56.7	\$0.535	\$30.33					\$30.33
Staff: DPW - Pop-ups	4 OCAL staff at 4 pop-up events (hrs)	105	\$60.00	\$6,300.00				\$6,300.00	
Staff: Experts	5 Partner Organizations at 4 pop-ups (hrs)	54	\$30.00	\$1,620.00					\$1,620.00
Staff: Facilitators	Volunteer facilitators at 2 pop-up events (per event)	2	\$200.00	\$400.00					\$400.00
Staff: Materials	4 Materials Suppliers at 4 pop-ups (hrs)	27	\$30.00	\$810.00					\$810.00
Staff: Volunteers	Volunteers from CSP Program to help at GROW Center events and canvassing	48	\$15.00	\$720.00					\$720.00
Blue = Workshop; Red = Printing; Purple = Location; Orange = Logistics; Green = Staff		TOTAL:	\$11,692.28	USFS EXPENSES:		\$493.75	DPW in-kind:	\$6,718.20	\$4,480.33

## A1c - Budget: Spring 2019

GROW Center Spring 2019 - Budget					USFS		In-Kind		
Item	Description	QTY	RATE	SUBTOTAL	USFS	USFS (City Fdn)	DPW (in-kind cash)	DPW (in-kind)	Other
Workshop Stipend	Stipend for 4 facilitators	2	varied	\$847.13		\$847.13			
Workshop Stipend	Stipend for BPCM Panel	1	\$300.00	\$300.00		\$300.00			
Location Stipend	Stipend for event space	3	\$200.00	\$600.00		\$600.00			
Rain Barrel Subsidization	25\$ Subsidization per rain barrel for two workshops	14	\$25.00	\$350.00	\$350.00				
Home Compost Bins	Bins raffled off at composting workshop	2	\$35.00	\$70.00	\$70.00				
Raffle Gift Certificates	Herring Run Nursery gift certificates given away for survey collection	4	\$20.00	\$80.00	\$80.00				
Chairs Rental	20 chairs rented from Baltimore Community ToolBank for 5 weeks	20	\$3.75	\$75.00	\$75.00				
Utility Knives Rental	6 utility knives rented from Baltimore Community ToolBank for 5 weeks	6	\$0.50	\$3.00	\$3.00				
DPW Truck (Mileage)	Transport of pop-up materials using DPW Trucks	202.8	\$0.535	\$108.50			\$108.50		
Mileage	Personal Vehicle usage for GROW Center events/preparations	84.3	\$0.535	\$45.10					\$45.10
Tables	11 Tables for pop-up events from Prettyboy Reservoir	11	\$28.00	\$308.00			\$308.00		
Tents	2 10 x 15 Tents at each pop-up from DOT Special Events	2	\$100.00	\$200.00			\$200.00		
Refreshments	Snacks for workshop events (Chips, Candies, Strawberries)	1	\$30.00	\$30.00					
Staff: DPW - Pop-ups	5 staff at 4 pop-up events (hrs)	88	\$60.00	\$5,280.00				\$5,280.00	
Staff: DPW - Workshop	3 staff at 5 workshops (hrs)	28	\$60.00	\$1,680.00				\$1,680.00	
Staff: Experts	10 Partner Organizations at 4 pop-ups (hrs)	30	\$30.00	\$900.00					\$900.00
Staff: Facilitators	1 volunteer facilitator at two workshops (event)	2	\$200.00	\$400.00					\$400.00
Staff: Materials	12 Materials Providers at 4 pop-ups (hrs)	36	\$30.00	\$1,080.00					\$1,080.00
Staff: Volunteers	6 volunteers at 2 pop-ups (hrs)	18	\$15.00	\$270.00					\$270.00
Blue = Workshop; Purple = Location; Red = Printing; Orange = Logistics; Green = Staff				<b>TOTAL: \$12,626.73</b>	<b>USFS EXPENSES: \$2,325.13</b>		<b>DPW in-kind: \$7,576.50</b>	<b>\$2,695.10</b>	



## Ald - Budget: Fall 2019

GROW Center Fall 2019 – Budget					USFS		In-Kind		
Item	Description	QTY	RATE	SUBTOTAL	USFS	USFS (City Fdn)	DPW (in-kind cash)	DPW (in-kind)	Other
Location Stipend	Stipend for event space	3	\$200.00	\$600.00		\$600.00			
Raffle Gift Certificates	Herring Run Nursery gift certificates given away for survey collection	3	\$20.00	\$60.00					\$60.00
Chairs Rental	24 chairs rented from Baltimore Community ToolBank for 4 weeks	24	\$3.50	\$84.00	\$84.00				
Chair Replacement	Replacement cost for missing chair	1	\$24.95	\$24.95	\$24.95				
DPW Truck (Mileage)	Transport of pop-up materials using DPW Trucks	22	\$0.535	\$11.77			\$11.77		
Tables	11 Tables for pop-up events (DPW)	11	\$28.00	\$308.00			\$308.00		
Tents	2 10 x 15 Tents at two pop-ups, DOT Special Events	2	\$100.00	\$200.00			\$200.00		
Refreshments	Supplies for workshop events (Candy, paper towels)	1	\$16.00	\$16.00					\$16.00
Staff: DPW - Pop-ups	3 staff at 3 pop-up events	54	\$60.00	\$3,240.00				\$3,240.00	
Staff: Experts	8 partner groups total over 3 pop-ups (hrs)	92	\$30.00	\$2,760.00					\$2,760.00
Staff: Materials	2 materials providers total over 3 pop-ups (hrs)	24	\$30.00	\$720.00					\$1,080.00
Purple = Pop-up Location; Orange = Logistics; Green = Staff				<b>TOTAL:</b>	<b>\$8,024.72</b>	<b>USFS EXPENSES:</b>	<b>\$708.95</b>	<b>DPW in-kind:</b>	<b>\$3,759.77</b>
									<b>\$3,916.00</b>

## Ale - Budget: Fall 2020

GROW Center Fall 2020 – Budget					USFS		In-Kind		
Item	Description	QTY	RATE	SUBTOTAL	USFS	USFS (City Fdn)	DPW (in-kind cash)	DPW (in-kind)	Other
DPW Truck (Mileage)	Transport of pop-up materials using DPW Trucks	34	\$0.575	\$19.55			\$19.55		
Tables	1 Tables for pop-up events (DPW)	2	\$28.00	\$56.00			\$56.00		
Staff: DPW - Pop-ups	2 staff at 2 pop-up events + organizing pop-ups (hrs)	80	\$50.00	\$4,000.00				\$4,000.00	
Staff: DPW virtual GC	1 staff and VISTA (hrs)	43	\$50.00	\$2,150.00				\$2,150.00	
Staff: Materials	1 Forestry staff for 1 pop-up (hrs)	5	\$40.00	\$200.00					\$200.00
Orange = Logistics; Green = Staff		<b>TOTAL:</b>	<b>\$6,425.55</b>	<b>USFS EXPENSES:</b>	<b>\$0</b>	<b>DPW in-kind:</b>	<b>\$6,225.55</b>	<b>\$200.00</b>	

## Alf - Budget: Spring 2021

GROW Center Spring 2021 – Budget					In-Kind			
Item	Description	QTY	RATE	SUBTOTAL	USFS	DPW (in-kind cash)	DPW (in-kind)	Other
Location Stipend	Stipend for event space	2	\$200.00	\$400.00	\$400.00			
Workshop Stipend	Stipend to Institute for Local Self-Reliance to host three virtual home composting workshops	1	\$1,000.00	\$1,000.00	\$1,000.00			
Workshop Giveaways	4 compost bins / 4 temperature probes awarded as prizes to workshop attendees		\$390.00	\$390.00	\$390.00			
Chair / Table Rental	4 chairs and 2 tables rented from Baltimore Community ToolBank for 4 weeks		\$6.48	\$25.92	\$25.92			
DPW Truck (Mileage)	Transport of pop-up materials using DPW Trucks	110	\$0.56	\$61.60		\$61.60		
Tents	2 10 x 10 Tents at one pop-up, provided by host site	2	\$100.00	\$200.00				\$200.00
Staff: DPW - Pop-ups	3 staff at 4 pop-up events + organizing (hrs)	160	\$60.00	\$9,600.00			\$9,600.00	
Staff: DPW - Workshops	2 staff at 3 workshops + organizing (hrs)	40	\$60.00	\$2,400.00			\$2,400.00	
Staff: DPW Recycling	2 staff at 4 pop-up events (hrs)	32	\$60.00	\$1,920.00			\$1,920.00	
Staff / Volunteers	TreeBaltimore staff / volunteers at 2 pop-ups (hrs)	16	\$40.00	\$640.00				\$640.00
Purple = Pop-up Location; Orange = Logistics; Green = Staff		<b>TOTAL:</b>	<b>\$16,637.52</b>	<b>USFS:</b>	<b>\$1,815.92</b>	<b>DPW in-kind:</b>	<b>\$13,981.60</b>	<b>\$840.00</b>

## Alg - Budget: Fall 2021

GROW Center Spring 2021 – Budget					USFS	In-Kind		
Item	Description	QTY	RATE	SUBTOTAL		DPW (in-kind cash)	DPW (in-kind)	Other
Location Stipend	Stipend for event space	3	\$200.00	\$600.00	\$600.00			
Workshop Stipend	Stipend to local gardeners to give a compost workshop	2	\$200.00	\$400.00	\$400.00			
Workshop Giveaways	Compost bins given to workshop attendees	40	\$38.00	\$1,520.00		\$1,520.00		
Chair / Table Rental	20 chairs, 10 tables, 2 tents, shovel, gloves rented from Baltimore Community ToolBank		\$356.07	\$356.07	\$356.07			
DPW Truck (Mileage)	Transport of pop-up materials using DPW Trucks	168	\$0.56	\$94.08			\$61.60	
Staff: DPW - Pop-ups	3 staff at 6 pop-up events + organizing (hrs)	200	\$60.00	\$12,000.00			\$12,000.00	
Staff: DPW - Workshops	2 staff at 7 workshops + organizing (hrs)	50	\$60.00	\$3,000.00			\$3,000.00	
DPW VISTA	Organizing + attending pop-ups and workshops	2	\$1,250.00	\$2,500.00			\$2,500.00	
Staff: DPW Recycling	2-3 staff at 5 pop-ups + 6 workshops (hrs)	76	\$60.00	\$4,560.00			\$4,560.00	
Staff / Volunteers	TreeBaltimore staff / volunteers at 4 pop-ups (hrs)	15	\$50.00	\$750.00				\$750.00
Staff / other partners	Various partners at pop-up events	80	\$50.00	\$4,000.00				\$4,000.00
Purple = Pop-up Location; Orange = Logistics; Green = Staff		<b>TOTAL:</b>	<b>\$29,747.67</b>	<b>USFS:</b>	<b>\$1,356.07</b>	<b>DPW in-kind:</b>	<b>\$23,641.60</b>	<b>\$4,750.00</b>



## A2 – Flyers

*Spring 2018: Flyer (Also translated to Spanish)*



# GROWCenter

**April 14, 2018**

**10am – 12pm**

Easterwood/ Sandtown  
Park n' Playground  
1515-1557 McKean Avenue,  
21217

*Featuring: Garden & Vacant Lot  
experts, mulch, trees, and more.*

**April 21, 2018**

**10am – 2 pm**

Baltimore Community Tool Bank  
1224 Wicomico Street, 21230

*Featuring: Workshops on rain &  
pollinator gardens. Materials include  
native plants, trees, mulch and more.*

**April 28, 2018**

**10am – 2pm**

CARE Community  
400 Block of  
N. Duncan Street, 21231  
*Featuring: Garden & Vacant Lot  
experts, mulch, trees, and more.*

**May 5, 2018**

**10am – 2pm**

Langston Hughes  
Community Center  
5011 Arbutus Avenue, 21215

*Featuring: Community  
gardening, placemaking workshops.  
Materials include reclaimed lumber,  
mulch, trees, and more.*

Baltimore City Department of Public Works brings you GROW Centers!! Baltimore GROW Centers are your neighborhood **greening resource hubs**. Over four weekends this Spring, GROW Centers will pop-up in Baltimore City with **green products for free/sale** and **free workshops** on topics including rain barrels; tree plantings; container, community, & pollinator gardening; and green space placemaking. Visit a GROW Center to transform that vacant lot, spruce up a community garden or make your block greener!

**Sign-up to see all materials and workshops available!!!**

**[baltimoregrowcenter.eventbrite.com](http://baltimoregrowcenter.eventbrite.com)**



Mayor  
Catherine E. Pugh

#### Our Participating Partners:

USDA/ Forest Service, Tree Baltimore, Bmore Beautiful, Baltimore Office of Sustainability, Baltimore Housing and Community Development, Baltimore Community Tool Bank, Blue Water Baltimore, Civic Works/Baltimore Orchard Project, Details Deconstruction, Parks & People Foundation, UMD Extension



For more information visit the website, call 410-396-0732, or email [travis.lageman@baltimorecity.gov](mailto:travis.lageman@baltimorecity.gov). Funding for GROW Centers was provided through a USDA Forest Service Grant.



# Baltimore GROW CENTERS (are BACK!)



Mayor  
Catherine E. Pugh

RUDOLPH S. CHOW, P. E.  
DIRECTOR

<b>Pop-up #1:</b> Pigtown (Bloom the Boulevard) 705 Washington Blvd, 21230 <b>9/15/18</b> <b>9am-12pm</b>	<b>Pop-up #3:</b> Baltimore Food Hub 1412 N. Wolfe St, 21213 <b>10/6/18</b> <b>9am-12pm</b>
<b>Pop-up #2:</b> Waverly Commons (Next to 32 <sup>nd</sup> St Farmers Market) 432 E 32nd St, 21218 <b>9/22/18</b> <b>9am-12pm</b>	<b>Pop-up #4:</b> Parks & People Campus (At Plant/Seed Swap Event) 2100 Liberty Heights Ave, 21217 <b>10/13/18</b> <b>10am-1pm</b>

Baltimore GROW Centers are your neighborhood greening resource hubs. Over four Saturdays this Fall, GROW Centers will pop-up across Baltimore with **green products for giveaway/sale, free educational demonstrations/workshops, and greening experts**. To find out what is offered at each pop-up follow the link below. **Pre-registration is encouraged!**

[publicworks.baltimorecity.gov/grow-center](http://publicworks.baltimorecity.gov/grow-center)

For more information call 410-396-0732, or email [travis.lageman@baltimorecity.gov](mailto:travis.lageman@baltimorecity.gov). Funding for GROW Centers was provided through a USDA Forest Service Grant. USDA is an equal opportunity provider, employer and lender.



# GROWCenter



## Join DPW at one of our Pop-up Greening Resource Hubs!

Free trees, mulch, and chaff

Native plants and recycling bins for sale

Various experts will be on hand to answer your greening questions

**All Pop-Ups are 9am-12noon**

10/12/19	Langston Hughes Community, Business and Resource Center	5011 Arbutus Ave, 21217
10/26/19	Gateway Park at Darley Park	Harford Rd & Normal Ave, 21213
11/2/19	Stillmeadow Community Fellowship Church	5110 Frederick Ave, 21229

**Need more info? Call 410-396-0732 and ask for Mark Cameron**

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For more information visit <https://publicworks.baltimorecity.gov/grow-center>, call 410-396-0732, or email [mark.cameron@baltimorecity.gov](mailto:mark.cameron@baltimorecity.gov). Funding for GROW Centers is provided through a USDA Forest Service Grant. USDA is an equal opportunity provider, employer and lender.





### A3 – Data Collected (Spring 2018)

Collection Method	Data Collected
Event Check-in/EventBrite Registration	<ul style="list-style-type: none"> <li>• Name</li> <li>• Address</li> <li>• Phone Number</li> <li>• E-mail Address</li> <li>• How did you find out about GROW Center?</li> <li>• What materials are you here to get?</li> <li>• Are you here as a resident or part of a Community, Faith or Business group?</li> <li>• Years of community greening experience?</li> </ul>
Materials Purchase/Pick-up Sheet	<ul style="list-style-type: none"> <li>• Name</li> <li>• Amount of Material</li> <li>• Transport Method (Car, Walking, Public Transport)</li> <li>• Intended Use of Material (Residential, community, business, school, faith, other)</li> <li>• Intended Use Address</li> </ul>
Feedback Survey – Participants	<ul style="list-style-type: none"> <li>• How would you rate the GROW Center? (Likert Scale: 1-5)</li> <li>• What other workshops and/or materials would you like to see at GROW Centers?</li> <li>• Any other comments or suggestions?</li> </ul>
Feedback Survey – Materials Suppliers	<ul style="list-style-type: none"> <li>• How did the space work for giving out your materials? Anything lacking or needing improvement?</li> <li>• What were prevalent topics/conversations had with individuals regarding material use?</li> <li>• Any other comments?</li> </ul>
Feedback Survey – Host Sites	<ul style="list-style-type: none"> <li>• How did you feel about hosting the GROW Center?</li> <li>• Are there any recommendations you would make for future GROW Centers?</li> <li>• How did you feel about the overall planning process?</li> <li>• Any other comments?</li> </ul>
Feedback Survey - Facilitators	<ul style="list-style-type: none"> <li>• How did the space work for facilitating your workshop?</li> <li>• Is there anything the GROW Center could have provided to improve facilitation?</li> <li>• Any other comments?</li> </ul>
Feedback Survey – Greening Experts	<ul style="list-style-type: none"> <li>• Please estimate the number of people who asked questions</li> <li>• Were there any prevalent topics asked?</li> <li>• Was the GROW Center a good fit for your organization?</li> <li>• Any other comments?</li> </ul>

\*All methods carried out by DPW/GROW Center staff with the exception of the Materials, collected by each Material Supplier on behalf of DPW/GROW Center staff. All data provided voluntarily.

## A4 – Survey Results (Spring 2018)

<b>Participants</b>	<ul style="list-style-type: none"> <li>• Rankings: 5 out of 5 (x47); 4 out of 5 (x17); 1 out of 5 (x2) * both had positive remarks, may have chosen wrong number</li> <li>• Overall: Great event with lots of knowledgeable people. Very informative</li> <li>• Plants were pricy.</li> <li>• Recommendation for a series of classes on basics of gardens around town for a month or two.</li> <li>• Other Materials/Topics: Tools, Recycling, Bonsai, Rain Barrels, Trees (x6), Green Roofs, More Plants for Sale (x3), Kid Activities, How to start a garden (x2), Centrally located, brick &amp; mortar year round GROW Center, Composting (x3), Container Gardening (x3), Planting Schedule Creation, Planting Incentives, “How to” demos, Soil Education (x3)</li> </ul>
<b>Facilitators</b>	<ul style="list-style-type: none"> <li>• Overall: Space worked very well</li> <li>• Having tools on site made workshop very easy.</li> <li>• It is important to meet people halfway. Get resources in their hands even if they arrive late to a workshop.</li> <li>• Ensure facilitator is best suited for particular workshop topic.</li> </ul>
<b>Experts</b>	<ul style="list-style-type: none"> <li>• Overall: Great event with lots of people.</li> <li>• Prevalent Topics: Adopt-a-lot (x2), Water Access (x2), Side Yard Program, Purchasing Property (x2), [Vacant lot] Gardening (x5), Baltimore Green Network, Container Planting (x2), Soil Testing (x3), Seeds/Planting (x4), Pest Management, Connecting youth to clean-ups/green-ups</li> </ul>
<b>Materials Suppliers</b>	<ul style="list-style-type: none"> <li>• Overall: Space worked well for materials giveaway/selling.</li> <li>• Selling plants out of back of pick-up truck is ideal.</li> <li>• Prevalent Topics: Perennial vs. Annual, Soil Quality, Competing Plants, Tree Height, Tree ID, Tree Care, Who is this organization?, Benefits of Natives, Tree Planting Locations</li> </ul>
<b>Host Sites</b>	<ul style="list-style-type: none"> <li>• Overall: Happy with event and being included. Good for the community</li> <li>• Wished it was a little bigger with more vendors</li> <li>• Ensure that partners clean-up well</li> <li>• Print flyers for community distribution (by host site)</li> <li>• Planning process was easy and worked well. (x3)</li> </ul>

\*Survey results sorted and aggregated.

## A5 – Handouts

### *Handout 1*

## ***Reclaimed Materials Uses***

**Container Gardens/Planters**



**Furniture**



**Bird Baths**



**Edging**



**Brick Paths**

**Tree ring**



**Crushed Brick/Stone Paths**



# SPRING 2018 GREENING EVENTS:

\$\$ = Registration Fee

Parks & People

Tree Baltimore

Blue Water Baltimore

Charm City Farms

Civic Works

- MAY 6 –** Herring Run Nursery Sale  
**MAY 6 –** Plants & People (Parks & Recreation – Every Sunday until October)  
**MAY 8 –** Solar Workshop  
**MAY 9 –** Pollinator Gardens  
**MAY 9 –** Herring Run Nursery Workday Wednesday  
**MAY 10/11 –** Outfall Screening Blitz  
**MAY 12 –** TreeGiveaway @ Waverly Farm Market  
**MAY 12 –** TreeGiveaway @ Cylburn Arboretum "Market Day"  
**MAY 12 –** Edible, Medicinal, & Useful Plant and Mushroom Walk \$\$  
**MAY 12 –** Paint & Plant a Pot for Mom @ Herring Run Nursery \$\$  
**MAY 17 –** Getting Grounded: Forest Bathing Walk (Cylburn Arboretum) \$\$  
**MAY 19 –** Notable Tree Bus Tour  
**MAY 19 –** Tree Giveaway @ Herring Run Nursery  
**MAY 22 –** Storm Drain Art Workshop \$\$  
**MAY 23 –** Carroll Park Stewardship  
**MAY 24 –** Getting Grounded: Forest Bathing Walk (Cylburn Arboretum) \$\$  
**MAY 26 –** Low Tech Mushroom Growing \$\$  
**MAY 26 –** Forestry Board TreeGiveaway @ Herb Fest  
**JUNE 1 –** Tree Giveaway @ Summer Sounds, Belvedere Square  
**JUNE 2 –** Pollution 101 & Outfall Screening Blitz Training  
**JUNE 3 –** TreeGiveaway @ "Under the JFX"  
**JUNE 5 –** Tree Giveaway @ Farmers Market in Lauraville  
**JUNE 6 –** Soil & Water Management Workshop  
**JUNE 9 –** Edible, Medicinal, & Useful Plant and Mushroom Walk \$\$  
**JUNE 9 –** 3<sup>rd</sup> Annual Baltimore Floatilla \$\$  
**JUNE 16 –** Mushroom Growing 101: Beyond Low-Tech \$\$  
**JULY 18 –** Event Management 101



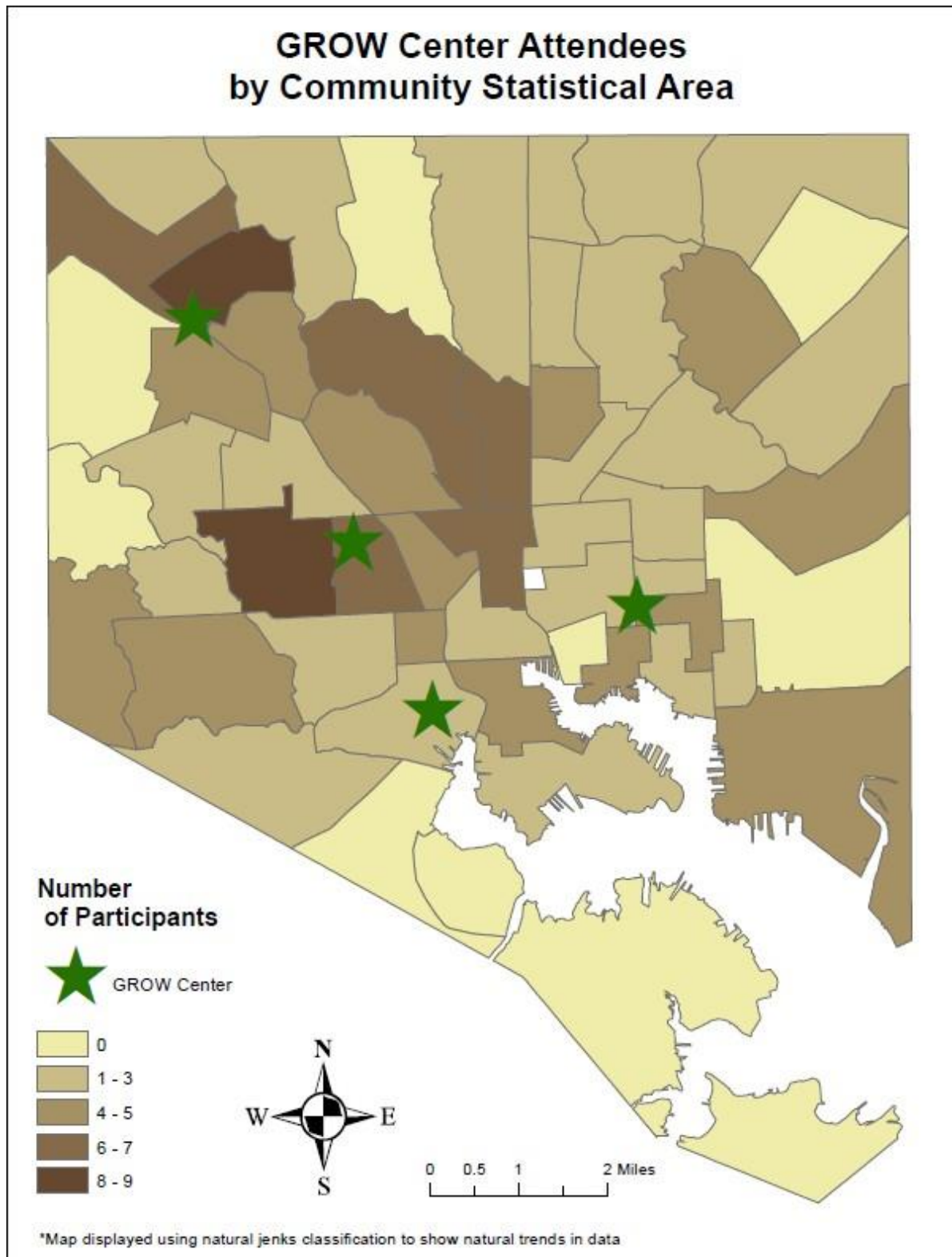
Mayor  
Catherine E. Pugh

\*\*\*For more info on a particular workshop/event,  
visit the organizer's website. \*\*\*

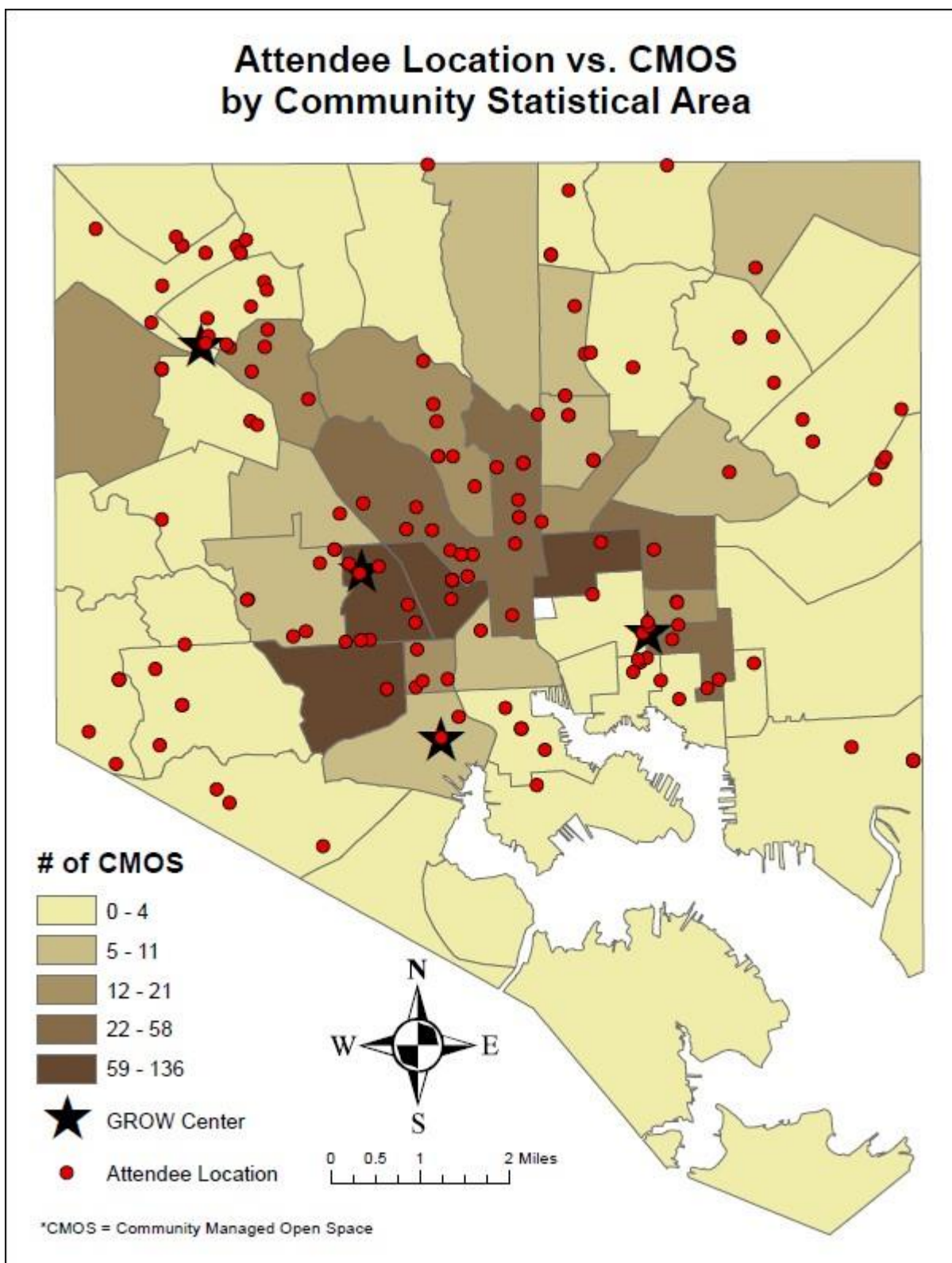


## A6 – Additional Maps

*Map 1: (Spring 2018)*



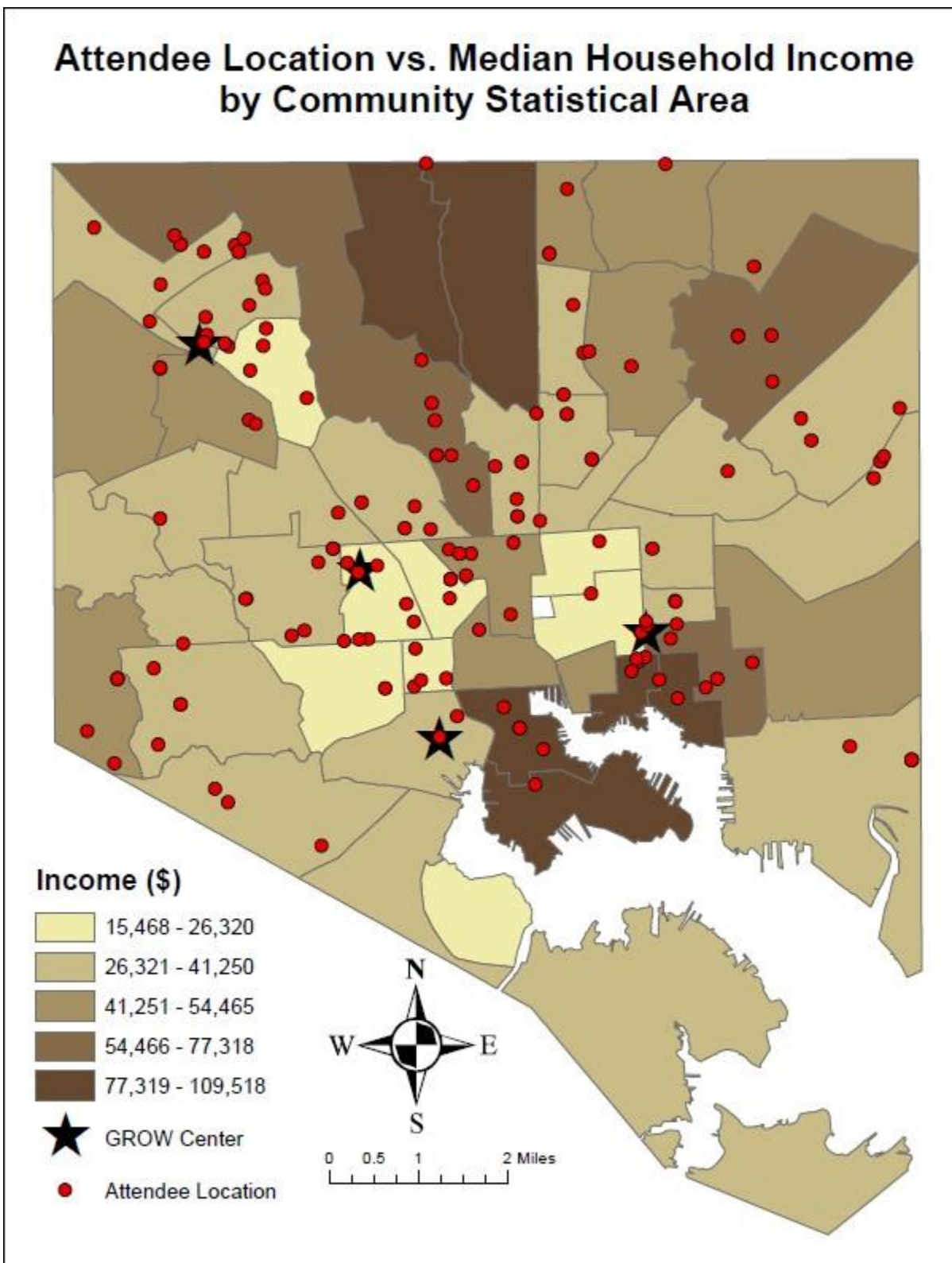
Map 2: (Spring 2018)



\*Data from BNIA-JFI Vital Signs (Sustainability 2015 Dataset): [https://bniajfi.org/vital\\_signs/data\\_downloads/](https://bniajfi.org/vital_signs/data_downloads/)

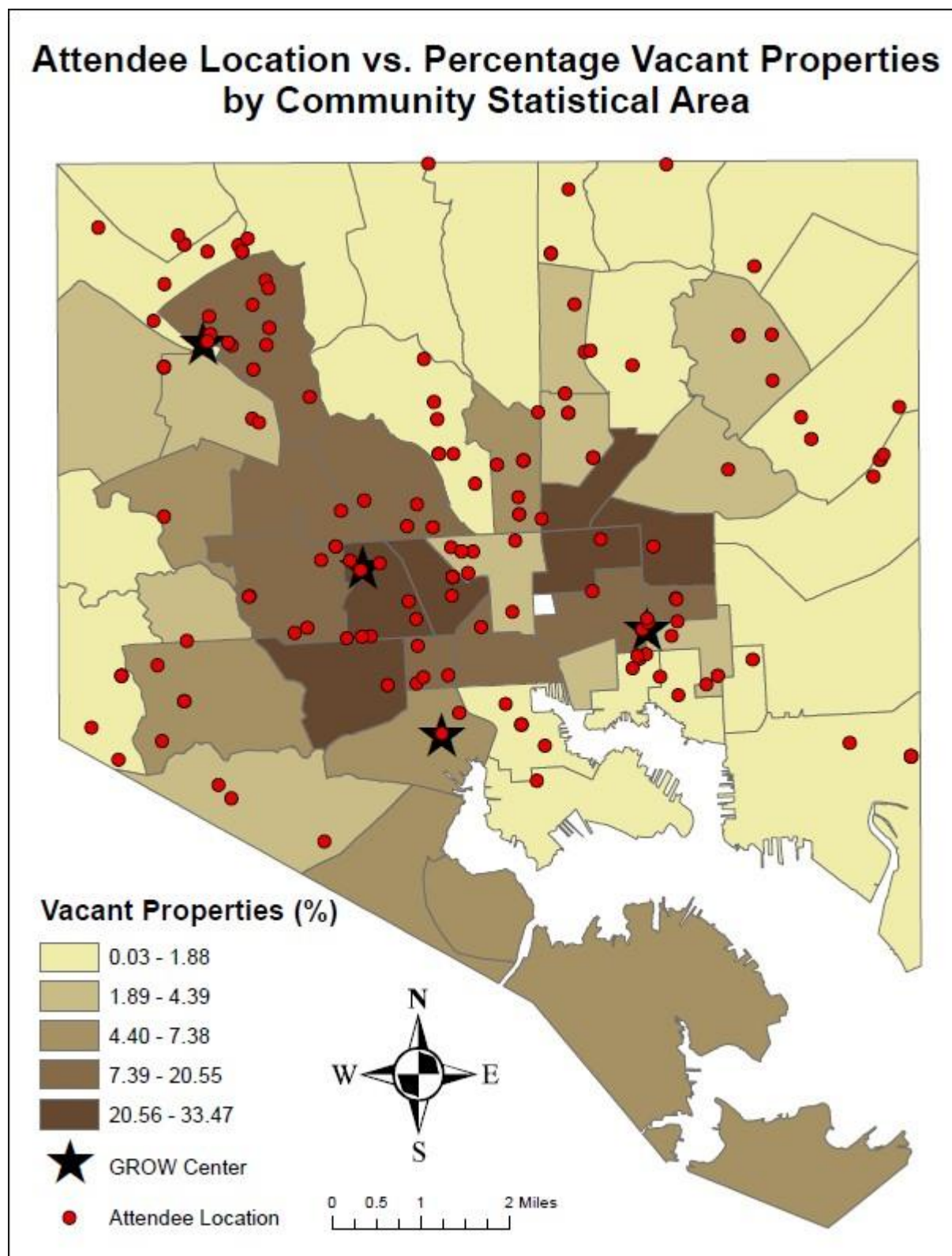


Map 3: (Spring 2018)



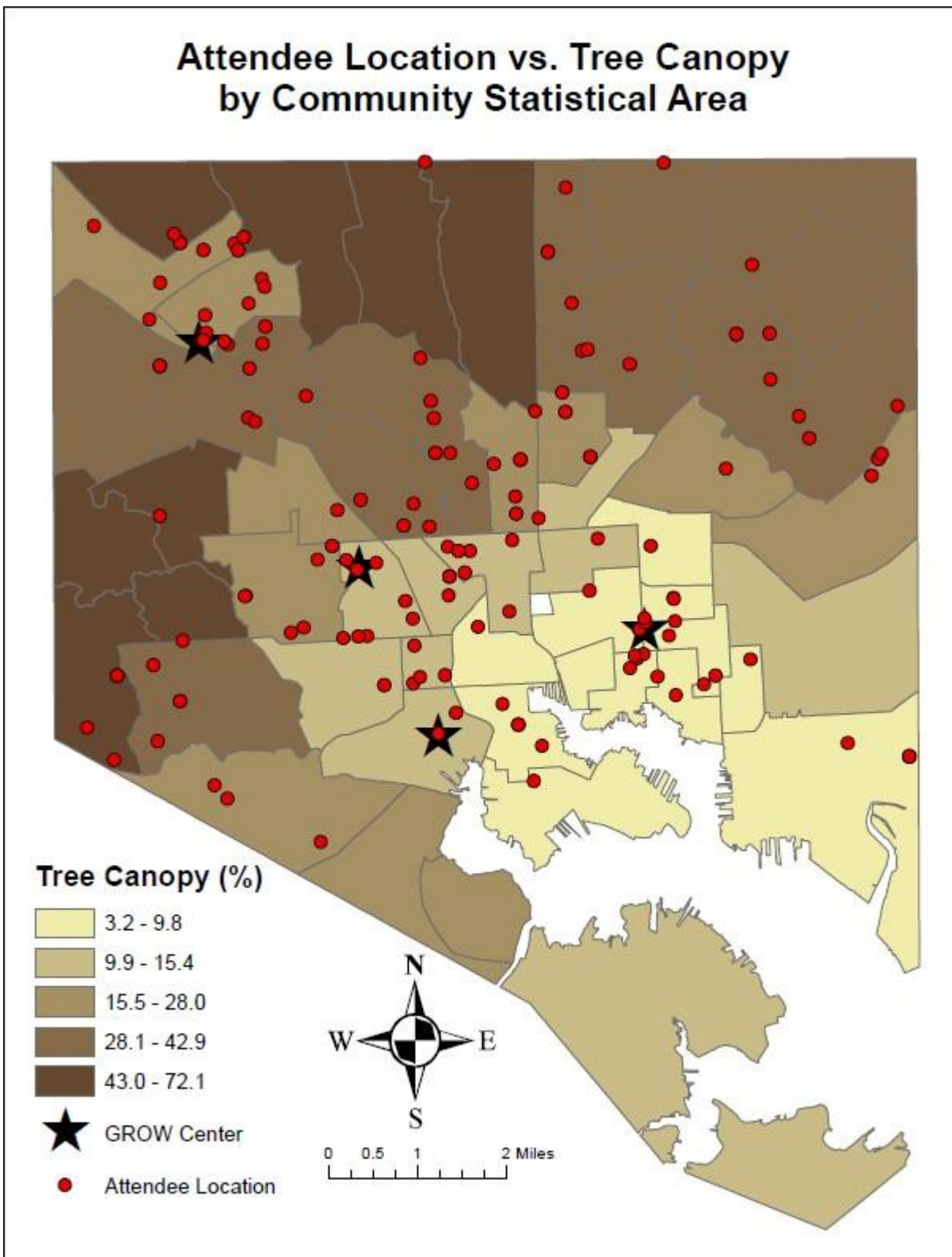
\*Income data from BNIA-JFI Vital Signs (Census Demographics 2016 Dataset): [https://bniajfi.org/vital\\_signs/data\\_downloads/](https://bniajfi.org/vital_signs/data_downloads/)

Map 4: (Spring 2018)



\*Data from BNIA-JFI Vital Signs (Housing 2015 Dataset): [https://bniajfi.org/vital\\_signs/data\\_downloads/](https://bniajfi.org/vital_signs/data_downloads/)

Map 5: (Spring 2018)



\*Data from BNIA-JFI Vital Signs (Sustainability 2011 Dataset): [https://bniajfi.org/vital\\_signs/data\\_downloads/](https://bniajfi.org/vital_signs/data_downloads/)



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